

# THE ROTARIAN



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PEELING POTATOES—By Everett Pieters

Rotary and Other Things -- by George Clammer  
Business Contacts -- by Charles R. Wiers

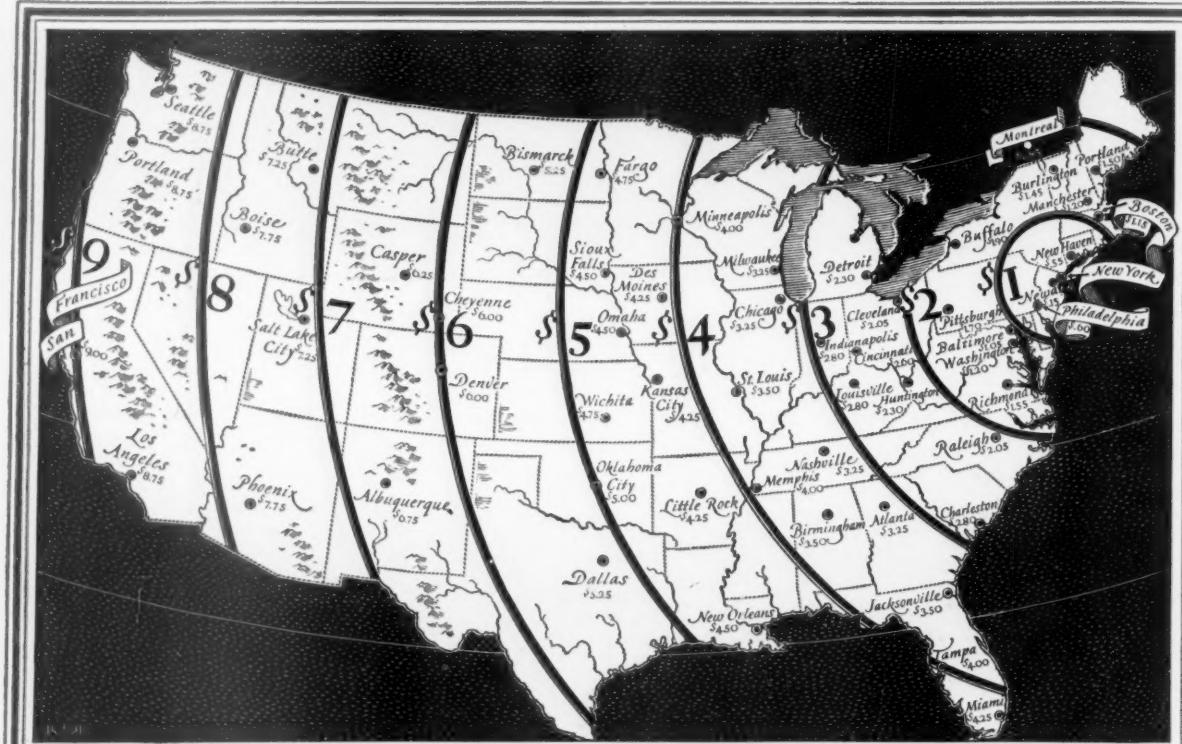
January, 1928

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Twenty-five Cents

# You can now Talk from Coast to coast for only \$9



## An Advertisement for Bell Long Distance Telephone Service

ON DECEMBER 1, 1927, telephone rates on calls to points 390 miles or more away were again substantially reduced. The day station to station rate from coast to coast is now only \$9. Other typical station to station day rates are: Baltimore to Los Angeles, \$8.25. Seattle to Chicago, \$6.50. Denver to New York, \$6.00. Atlanta to San Francisco, \$7.75. Cleveland to Omaha, \$3.25. Minneapolis to St. Louis, \$2.30. Night rates—less.

The greater the distance, the greater the saving by these new rates—in long trips, time and expense.

Says a large fruit, vegetable and produce house, "All of our buying is done by Long Distance."

An automobile manufacturer, "It reduces distance to nothing, and gives us an opportunity to talk with our dealers . . . just as though they were at the plant."

A large paper company, "Telephone selling has become a necessity. Hours are saved this way. Selling cost reduced."

What distant call now would make a needed appointment, close a pending purchase or make a sale? Calling by number takes less time. . . . . Number, please?





# The Young Man Came to Himself

AFTER he had done about everything else that he *could* do, the young man came at last to **HIMSELF**.

The Bible parable tells how the young man had wasted his portion in riotous living, and had almost perished of starvation, before he came to himself.

Then he went home, and his father said, "My son was dead, and is alive again; he was lost, and is found."

And they killed the fatted calf and there was music and dancing in that house.

It was meet that they should make merry and be glad, for the greatest and yet the commonest of life's miracles had taken place under their very eyes.

## The Miracle of Coming Alive

Many a man, sooner or later, goes through this process of coming alive, and finding himself.

Something opens his eyes to the world as it is, and to himself as he is! He comes in contact with people who are succeeding, and is electrified by the contrast between himself and them. Their vitality, their compelling interest in life sets him thinking.

He overhears a chance remark made by some great personality. Or he reads the thrilling story of a man of genius. And a great light bursts upon him.

Not many of us need to be reduced to starvation, as the prodigal son was, before we come to ourselves.

## Often a Touch Will Do It

Being born again is not always a tremendous change. Many a man needs just a glimpse of himself to start off at right angles to his previous course!

All we need is a touch,—provided that it is the touch of genius!

"Genius," said Elbert Hubbard, "seems to be God's way of showing us the possible," and he added, "Each man is really the creator of the world in which he lives—if he cares to be."

## The Use of Great Companions

We all have dormant qualities that are just waiting to be aroused by the right touch.

How eagerly we ought to seek the great companions who can call our hidden powers into life.

At the first contact they are released. Until then, in the silence of the night, you look into your own soul and see fine things—waiting!

To find ourselves is just as necessary as it ever was and more rewarding than ever, but, for us, it is infinitely easier than it was for the prodigal son.

A certain man has shown us the way.

## The Road to Finding Ourselves

This man struggled up from ignorance to culture, from obscurity to fame.

Still he was not satisfied.

He was fermenting inwardly, growing more and more aware of what he wanted. His instinct told him that if you knew the great leaders, they would arouse a magical response in your own mind and heart.

So he turned his back on a safe and sure future and wealth, and started on pilgrimages to the homes and haunts of good men and great.

What the pilgrimages did was to make this man come to himself.

He was no longer an undirected force. Now, he was pointed at something. He knew where he was going and why.

Rejoicing reigned in his heart and in his life thenceforward to the very end! It shone in his face and in his acts. All could see it, and multitudes came from the ends of the earth to admire him and to learn from him.

He was the only man who ever lived who had to build an inn to house his admirers!

This man's name was Elbert Hubbard. He spent fourteen years going on pilgrimages to the homes and haunts of the men and women who have made our

modern world, and he put down a record of his travels, and called it "Little Journeys to the Homes of the Great."

That record reveals the method he used to find himself. Thousands have since used it as the road to finding themselves! Many of these people hold the most important positions in America today.

## Send Coupon for Free 36-Page Book

If you would like to know more about the method he perfected, for coming alive, and moving out into the wider world, mail this coupon to East Aurora.

We will send you, free and without obligation, a large, 36-page, illustrated book entitled, "Riding to Success on the Shoulders of Giants." It explains in detail what you can do toward attaining your ambitions and realizing your greatest possibilities.

## The Roycrofters

Dept. 481

East Aurora  
New York



The Roycrofters,  
Dept. 481, East Aurora, N. Y.

Send me by mail without obligation or expense on my part, one copy of your new 36-page, illustrated book "Riding to Success on the Shoulders of Giants."

Name.....

Address.....

City..... State.....

# *Are you getting your money's worth?*

THE Editors are trying to give you a magazine worth twice the subscription price.

The income from the sale of advertising space is of material aid to the Editors in their work.

The advertisers buy this space because they believe YOU are desirous of learning what they have to offer; because they believe YOU may want to purchase what they have to sell.

Now, in a way, you are paying for advertising to be brought to you and you are not getting full value out of what you pay unless you read the advertisements in this issue, and unless you answer those which appeal to you.

So long as you Rotarians, being the owners of this magazine, permit advertising space in it to be sold you ought to have a look at the advertisements. It is only fair to the advertisers that you do so.

Then if you find something you want to purchase you have also in that way gotten value out of your magazine.

Editorial value—advertisement value—a magazine has both.

Present-day advertising copy is very informative; it gives you up-to-date information on industrial, mechanical, scientific, and commercial progress.

**Read the advertisements as well as the rest of the magazine**

Vol. XXXII  
Number 1The ROTARIAN  
TITLE REGISTERED U. S. PATENT OFFICEJanuary  
1928

Official Publication of Rotary International

I CANNOT think of any greater service that you and your magazine can render than to do what you are already doing—give Rotarians all over the world the facts about war and the tremendous opportunity for service that will come to all Rotarians in a world that is not cumbered and clogged up with the awful burdens of Mars. My congratulations to you for the policy you have for an open forum of convictions in your pages."

The quotation is from a letter to the editors of this magazine from a contributing editor of one of America's great influential journals, and is quoted here because the writer has sensed what is one of the important planks in the editorial program of THE ROTARIAN for the coming months, namely, a series of articles concentrating the best thought that can be brought to bear on Rotary's Sixth Object.

\* \* \*

One article of this series, to be presented in an early number, will be by Dr. Edouard Benes, Foreign Minister of Czechoslovakia whose name is usually included when mention is made of the five greatest statesmen in Europe today.

\* \* \*

Articles appearing in THE ROTARIAN each month are frequently reprinted in other magazines, in newspapers, issued separately in booklets, and translated in various languages for various Rotary district publications. During the past several months, for instance, newspapers and magazines with an estimated combined circulation of 8,000,000 have reprinted articles; and such articles reprinted separately in booklet form would equal an edition of 70,000 copies. Such is the tremendously growing influence of your magazine.

\* \* \*

An article appearing in a recent number was the inspiration for an educational program of a great organization affecting its membership of hundreds of thousands throughout the United States.

\* \* \*

Information relative to this month's cover illustration will be found on page 31.

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## Who's Who—In This Number

**George Olinger** was born in Santa Fe, New Mexico. He is a member of the Rotary Club of Denver and president of the Olinger Mortuary. Not long ago he established the Olinger Foundation for the purpose of extending boys work throughout the Rocky Mountain region. His very successful work in organizing the Highlander Boys, Incorporated, of Denver, was described in the July issue of THE ROTARIAN.

**Ervin Kemp**, a member of the Rotary Club of Washington, is executive secretary of the Proprietary Association of America.

**Charles R. Wiers** is director of publicity for the Spirella Company of Niagara Falls, New York. During the year 1926-1927 he was president of the Direct Mail Advertising Association.

**Erwin Funk** has been secretary of

the Rogers (Arkansas) Rotary Club for seven years. He is vice-president of the National Editorial Association, and edits and publishes the Rogers "Democrat."

**Dr. Joseph Rauch** is head of a large Jewish congregation in Louisville, Kentucky, and is a member of the Louisville Rotary Club.

**S. Q. French** is head of a lumber company in Hawarden, Iowa. Last year he was president of the Hawarden Rotary Club.

**E. N. Davis** is on the staff of the Los Angeles (California) "Evening Herald."

**Jacques-Edouard Chable**, journalist, and member of the Rotary Club of Neuchatel, Switzerland, is devoting four years to a trip around the world, representing half a dozen Swiss newspapers. At present he is touring the United States and Canada. Next he will explore the islands of the Pacific and plans to spend at least a year in the Orient. His work will include articles on political and social conditions in the countries which he visits.

**George Clammer** is an attorney of Manhattan, Kansas, and a member of the Rotary Club of that City. Correspondent to THE ROTARIAN is one of his specific duties in his own club.

**David M. White** is publisher of the "Coos" County "Democrat" and secretary of the Rotary Club of Lancaster, New Hampshire.

**Phil. Paul Sponagel** is a Rotarian from Zurich, Switzerland. He is chairman of the Rotary Education Committee of the Zurich Rotary Club.

**Malcolm Lay Hadden** has written several articles for the magazine dealing with various kinds of investment. He is connected with a prominent financial house in New York City.

**H. M. London** is librarian of the State Supreme Court and secretary of the Rotary Club of Raleigh, North Carolina.

## THE GROUCH

By STRICKLAND GILLILAN

Illustration by Bernhardt Kleboe

**H**E spoke with gruffness—often frowned  
While speaking to a horse or dog.  
When little children were around—  
He sat, “a bump upon a log”  
And seldom said a single word;  
Told not a story or a jest.  
Such silence, as you may have heard,  
Is friendship’s hardest, truest test.

Yet horses whinnied friendly  
At sight of him; the colts would come  
And nuzzle him familiarly  
In search of sugar-lump or crumb.  
Children would clamber 'round about  
In perfect trust and understanding,  
Their minds devoid of any doubt,  
No pledges giving or demanding.

And dogs caressing heads would lay  
Upon his knee, and wag their tails  
And in their wordless language say  
“Here is a love that never fails!”  
While shallow human souls who measure  
Their fellow-souls by outward seeming  
Could never glimpse the hidden treasure  
These wiser, humbler ones saw gleaming!



## Greetings for the New Year



TO ALL Rotarians and their families I offer personally and in the name of the Board of Directors of Rotary International the heartiest of New Year greetings.

One-half of the Rotary year has passed.

Immediately after the Ostend Convention, Rotarians traveled widely throughout Europe and their pleasant experiences have been instrumental in creating additional international friendships and consequent international good will in all of the forty-three nations in which there are Rotary clubs.

The organized work of Rotary has been developed through three meetings of the Board of Directors, the assembly of District Governors in Chicago and the assembly of European Rotary International Executives in Zurich. District Governors have carried Rotary programs and inspiration to individual clubs through the Club Executives meetings. Hundreds of inter-city meetings have fostered Rotary fellowship and friendship.

Rotary clubs have been organized in three additional countries and—new clubs have been chartered throughout the world. My travels in Europe and in America have shown me that Rotarians are increasingly enthusiastic in actualizing the Six Objects of Rotary, and those not in Rotary are keenly interested in learning more about its principles and practices.

The new Aims and Objects program adopted at the Ostend Convention has

been successfully carried into effect in many Rotary clubs and promises much for the future in the way of more closely coordinated Rotary work. Clubs are accepting opportunities to assist in fostering business and trade associations, in developing codes of correct practices, and in encouraging boys and crippled-children work and community and club service. The fellowship of Rotary was never on so high a plane as at present.

Naturally, following the Ostend Convention, the attention of Rotarians has been focused as never before on international good will and understanding. Is Rotary growing and will it continue to grow as an international force?

I could mention many reasons for giving an affirmative answer. The most recent one in my experience was a meeting of the Rotary Club of Washington, D. C., which I attended early in December. Ambassadors and other diplomatic and consular representatives from some thirty nations were honored guests. Many of these men were Rotarians. Present also were officials of the Government of the United States. The flags of forty-three Rotary nations were mingled in beautiful symbolism of international friendship and good will.

Truly Rotary is helping carry the message of peace and harmony to the nations of the world. Let us each feel our great responsibility for the advancement of this important work during the second half of the present Rotary year.

President of Rotary International.



# Rotary and Other Things

*Random notes on some conceptions and misconceptions*

By George Clammer

**A**MORE or less apocryphal poem reads:

"If we could sometimes see ourselves  
As other people see us,  
We'd have a time  
believing  
We really could be  
us."

How does a Rotarian look from the outside? Is he truly representative of the best in his business? Do his singing and hilarousness appear as spontaneous good fellowship or an assumption of make-believe? Do his non-Rotarian business associates consider him genuine or a false alarm? In the end this is all up to you and me, individually. They probably see us exactly as we are, and not as we wish them to see us.

\* \* \*

What would we think of an organization of our fellow-townsmen, proclaiming themselves representatives of success in their respective vocations? Then if this organization said: "We are ushering in a new era. We stand not merely for the highest honor and fair dealing in business but for the practical application of the Golden Rule to business. Nay, through our spread over the entire world we are going to make over society at large, and bring about world peace,"—we would then sit back and say: "Doubtless ye are the people; wisdom will die with you."

\* \* \*

The Man Outside watches the Rotarian more closely than before he was a Rotarian. He listens to words about unselfish service and says: "Oh, yes! He profits most who serves best." If under the circumstances his judgment becomes even unfairly warped, put yourself in his place.

\* \* \*

What's the answer? Is anything wrong with Rotary? Yes. It is a human institution, composed of imperfect men. It is guilty of many short-

comings, not the least of which is its much speaking about itself. Its ideals are high, its program large. It has "hitched its wagon to a star." Is it a new luminary or simply a rocket which will burn out?

\* \* \*

The organization at large has its responsibilities, but the largest potential factor in Rotary's destiny is the individual Rotarian. To the extent that Rotary membership means merely the pleasure of association with good fellows, then "Farewell, a long farewell, to all its greatness." To the extent that each Rotarian considers his own personal responsibility from the other man's point of view,

Rotary shall bless the World.

What do the critics of Rotary say? The critics of Rotary assume that the Rotarian is a man of comparative success in his calling, but is otherwise narrow-minded, and so therefore a qualified member of Rotary. As such he partly pretends and partly plays at Rotarian idealism. The result is some more or less showy but unsubstantial achievement, accompanied with inordinate bluff and boasting. The typical "booster." Add an atmosphere of apparent friendliness, insipid fun, senseless conversation, and high-sounding preaching about ethics in business, existent in imagination only, but with each man kidding himself as a modern knight of reform, "without fear and without reproach"—and yet living as he always lived—and behold a Rotary Club!

\* \* \*

Is there any truth in that conception? After a period of self-investigation each must answer that for himself. It is better for us to assume that if the criticism were entirely groundless it would not be made. The fact is that we are aiming very high in

deed—at the stars—and we are falling far short in achieving them.

\* \* \*

What then? Is Rotary a silly bluff, to be abandoned as such by those who are earnest and real? It seems to me that our critics are at fault. The writer folk, who are at least the most vocal of our critics, scorn materialistic achievement, displacing this as the object of success with their conception of culture and art. The Rotarian, though successful in business, is narrow minded and uncultured, and as such is food for laughter by the exponents of *kultur*.

\* \* \*

Culture is merely the education and development of certain faculties, very often to absurd excess. In right relation it is to life as singing birds, as sunsets, as dew-gemmed roses. Being perverted it makes the gods laugh and mortals swear. Is it not conceivable that the cultural experts are narrow-minded in their estimates of another man's intellectual attainments? Must we consider that the writer of a poem necessarily has a better intellect or more culture than the builder of a business? Not better; merely different.

\* \* \*

I say deliberately, the type of successful men making up Rotary is not excelled generally in any other body of men, and particularly not in any writers' guild, or circle of Bohemian culture, or group of futurist artists or poets.

\* \* \*

**B**UT Rotary is either more than a mere luncheon club, or it is a huge joke, worthy of our derision. By as much as we have a high personnel, by so much we are charged with the responsibility of realizing Rotary's vision. If only we didn't play at these worth-while things! If only we rejoiced at the chance to use our intellect outside the field of our livelihood, for service to society! Well, if the scornful critics spur us forward, strength to them.

\* \* \*

We would not like to think of Rotarians as being too earnest and solemn. Just as we do not like attempted fun which is silliness. Joy of life is natural. We admire what is good, great,



"Fellowship is the basis of universal appeal . . ."

or sublime, but we hate all forms of cant.

\* \* \*

Rotarians should beware of all forms of hypocrisy. We teach high ethics. More or less earnestly we strive for a higher plane of life. It is a sad commentary on human nature that too easily this very effort may produce a "holier than thou" attitude, an avowal of virtue, a pious pose. Cant!

If Rotary gets anywhere it will be because its feet are kept on the ground, because it walks among men. Rotary does not strive to make saints, but to make men more conscious of manhood and its responsible privileges. If, as Rotarians, we cannot do that without prating about our superior virtues let's call it a spent day, and quit. The world is always overwatchful of evidences of pretense in those sponsoring a new idealism. And too often disciples of a new creed show to the world a smug complacency. Some of us are a living slander on Rotary.

\* \* \*

How many of us would attend Rotary if we did not have an enjoyable time? And what causes the enjoyable time? Programs are usually good and sometimes fine. But probably a desire to hear a program does not bring out the 75 per cent to 100 per cent of us each week. Isn't the real cause our pleasure in meeting with Tom, Bill, Jim, and the rest? Isn't fellowship the motive power of Rotary locally? Isn't the extension of pleasure and profitable fellowship the bond and the limit of Rotary extension? (Of course not "profitable" financially, which is among the least permanent of good values). If every Rotary Club becomes the home of honest-acting good fellowship, will not this tend to spread through every community touched by Rotary? And as Rotary continues to broaden its influence through all countries, this ever-strengthening grip of fellowship will increasingly be felt on the world's problems and the troubles of men. Fellowship is the basis of the universal appeal of Rotary, the sufficient justification for Rotary's existence, the ground for all our hopes for world influence. Its establishment and strengthening constitute the "service" which Rotary may render the race.

\* \* \*

Whether each Rotarian has a good time depends upon himself as always. A

friend was talking about the universal, grinding joyless rush of life. The desperate struggle to make money enough to meet the pressing bills of an ever-expanding standard of living. Incessant work and worry. No real heart-felt pleasure. Social life nothing but a joyless and expensive bluff at pleasure. Form, not substance. Oh, for a return to the simple pleasures of our fathers!

\* \* \*

We wonder. The Greeks tell us that the curiosity of Pandora opened the box out of which flew the troubles which have ever cursed mankind. Whether this is true or not it has been a long time since trouble entered the world, to counteract human joy. Every individual has his share. Probably most of us think we have more than our share. That is because we judge by surface indications: we know our own, but not those of our fellows. Everyone who has soul enough to appreciate them feels the weight of troubles. "Man is born unto trouble, as the sparks fly upward." But what a man does with his troubles is the measure of the man. Therein lies the true test.

\* \* \*

**ROTARY** tends to stimulate our interest in things outside ourselves. Too much self-contemplation resulting in self-condemnation or self-pity, is not good. Outside the circle we have built around self, is the other fellow and an infinity of interesting things, all tending to divert us from too much self. Rotary is the open door to a philosophy of life: interest and work in things beyond our daily round. The idea of interest in the other fellow is not sickly sentimentality, but the soundest of psychology. Diversity of interests outside of self broadens the vision and dwarfs personal troubles. Whatever may be said of the vice of selfishness, it is a clear fact that self-forgetfulness discounts our troubles and opens the door to a happiness which is usually ready to enter.

\* \* \*

It is a trite saying, though worthy of acceptance, that one receiving the immeasurable though intangible benefits of the associations of a community, must make return in time, effort, and money. Common honesty and impulse of fair dealing dictate so much. A finer-grained impulse finds its source in

the Golden Rule and instincts of brotherhood.

What is the measure of a man? Among the gems picked up in some fifty years of searching, this from Josh Billings: "There is one thing which money cannot buy: The wag of a dog's tail!"

\* \* \*

Why can't we recognize Rotary's call to fuller manhood and then, never telling the world that we are Rotary-inspired, just do the day's work, fight the battles, "take fortune's buffets and rewards with equal thanks," just do our tasks as we see them with a calm serenity regardless of whether or not the cause may be a popular one; regardless of the pressure of special interests

which may or may not be served to their liking. This disarming of critics may not be easy but it can be done.

\* \* \*

After all there is no guide that can be so depended upon as a man's own conscience—that "still small voice" which sits on the throne of your own mind. Too often we dull our finer instincts and we abuse that "inner ear" which listens from the inside, so that we do not always hear that quiet whisper from the sacred throne. Is our "inner ear" properly attuned?

\* \* \*

Is there a developing world conscience? Is the so-called civilized world actually some grades higher than barbarism? Is our daily news with its tales of banditry, debauchery, frivolity, its heart-rending contrast between the deaths of Rudolph Valentino and Dr. Charles Eliot—is this a true cross-section of modern life? Have we made no real advance since the days of "The glory that was Greece, and the grandeur that was Rome?" Is it true as was frequently stated during the World War, and since, that 2000 years of Christianity have not advanced the race? Partial views, incomplete knowledge and immature thinking have declared that man has not advanced. The investigator who broadens his knowledge into the facts of the past and the facts, not the surface froth, of the present, knows that the ages have seen a developing conscience; that the virtues have a power over men deeper and broader than ever before; and that heart-appeal, the response to the whispering of Diety, was never so wide-sweeping, so effective, as today.



"Something more than a mere luncheon club"



"Each man kidding himself as a modern knight of reform"



# ROTARY INTERNATIONAL GREETINGS!

The Rotary Club of Minneapolis  
by acceptance of its invitation,  
having been honored with the privilege  
and distinction of entertaining

ROTARY INTERNATIONAL  
in  
ANNUAL CONVENTION

June 18-22, 1928

MINNEAPOLIS, MINNESOTA, U.S.A  
hereby expresses its appreciation,  
extends the right hand of welcome  
and earnestly and cordially invites  
delegates, members and their families  
from the  
ROTARY CLUBS OF THE WORLD





Official Call  
for  
ROTARY INTERNATIONAL'S  
ANNUAL CONVENTION

IT is a distinct pleasure to comply with the instructions of the Board of Directors of Rotary International and issue this, the Official Call, for the Nineteenth Annual Convention of Rotary International to be held June 18, 19, 20, 21 and 22, 1928, in Minneapolis, Minn., U. S. A.

The Annual Convention is the common assembly for all Rotarians in the world. It is here that lasting international friendships are formed and enlivened. It is here that Rotarians from six continents resolve questions affecting the extension and application of the ideal of service to all walks of life in all lands. Here they renew their energies and co-ordinate their plans for another year of activity in the field of Rotary.

To attend a convention of Rotary International is a privilege, a joy. A delegate is expected from each Rotary club. Some send many delegates, some are represented by proxy. Each club, upon being granted membership in Rotary International, assumes the obligation to be represented at the Annual Convention, and thus take full part in determining the plans and policies of Rotary International. In fact, to retain its charter, a Rotary club must be represented at the conventions. This requirement insures an organization in which every unit is active. Any Rotary club failing to be represented at two successive conventions of Rotary International without excuse acceptable to the International Board of Directors forfeits its charter in accordance with the Constitution of Rotary International.

These provisions of the International Constitution were made to impress on Rotarians and on Rotary clubs their responsibility for the policies of Rotary International, which can only be formulated by Rotarians in convention and can only be carried out by officers chosen by the Convention. These annual meetings provide the one period of the year when the individual Rotarian

and Rotary club have opportunity to make themselves heard and to take a directive and positive part in the administration and further development of Rotary.

Rotary clubs are entitled to delegate representation in the Convention on the basis of one delegate with one vote for each fifty members, or major fraction thereof, as at 30th April. This means that a Rotary club with 75 or less members is entitled to one delegate; a Rotary club with 76 to 125 members, two delegates; a Rotary club with 126 to 175 members, three delegates, and so on. Each delegate must be an active member of the club he represents. He must be identified by a certificate as to his selection, etc., signed by the president and secretary of the club.

Any Rotary club in any country other than the United States and Canada is entitled to have its delegate or delegates to this convention represented by proxy in the person of any active member of club in the same country; or where there is but one club in a country, by any active member of a club in any other country. A proxy must be identified by a certificate signed by the president and secretary of the club which he represents.

Each Rotarian in attendance and each member of his party, sixteen years of age or over, is required to register and pay a registration fee of five dollars in U. S. Currency or its equivalent.

I cherish the hope that more Rotarians than ever before in the history of the movement may this year enjoy the fellowship and feel the exhilaration of a Convention of Rotary International and each go back to his club charged with enthusiasm and impart to his fellow members who may not have been able to attend, something of the Convention so that in every club there may be an increased desire and capacity for service.

1 January, 1928.

Attest:

*Charles R. Terry*

Secretary

Decorations by  
Buckbee-Brehm, Minneapolis, Minn.

*Arthur H. Sapp*

President



# Boys Work—Two Opinions

*Do boys need Rotarians as pals?*

No—

*By Dr. Joseph Rauch*

*Rabbi of Adath Israel Temple, Louisville, Kentucky*

THE Rotary Club organization is still very young and very plastic, young enough so that we may trace accurately step by step its very effort and program, and sufficiently plastic that there is nothing in it which cannot be bent and modified to suit changing ideals and ideas.

The original motive of the Rotary club was little more than a friendly sort of sociability. It had no formal program, no commercial creed, no sociological platform. It was considerably later, when clubs began to multiply and men wanted better and more weighty reasons for meeting week after week than just sociability and fellowship, that leaders commenced casting about for activities which would utilize in some beneficent way the potential energies of hundreds and thousands that constituted the membership of Rotary.

The clubs tried everything. Every enterprise, every movement was at one time or another a plank in the Rotary structure. We had no statute of limitations. The whole thing was just one grand riot of freedom. We who have been Rotarians for some time will recall that the club had its latch key on the outside. Whoever wanted to come to address us was met with open arms, and the only public institution that did not succeed in getting our endorsement was Russian Bolshevism. Things got to such a pass that some of us protested vigorously against this indiscriminate hospitality and the use of the club as a rubber stamp of approval. We must have voiced the majority sentiment, because there was a decided change in policy. Ere long there was a finer sifting before speakers were given our platform and more careful investigation before approval was granted to private and public activities.

It was at this time that the more thoughtful leaders in the clubs suggested that Rotary had better concentrate on a few things and try and do these well than dissipate its resources on too many things without considerably aiding any of them. There was much discussion and divergence of opinion. The leaders made haste slowly and judiciously, and when they presented their conclusions, these pointed to comparatively few activities. What they stressed was thoroughness and intensity. They did not want Rotary to undertake too much, but they wanted it to be eminently successful in the program it made its own. Those who watched this effort of Rotary re-construction saw that it implied a deliberate change from a quantitative viewpoint to an ideal of quality of service.

In this new and limited program that was mapped out the leaders of Rotary made Boys Work an important undertaking. The mandate went forth from Headquarters that each club should make a study of the boys in its community and give such aid, counsel, financial or moral support that would help develop the best possibilities of youth. It was very wise that the leaders went no further than just to lay down a broad and general theory. This permitted flexibility of interpretation and allowed for initiative in the individual clubs.

I believe that Rotarians are in agreement that no group

could render better service to its community than in up-building youth. But to recognize this does not necessarily mean a knowledge of how it should be done. It is by no means a simple thing. Homes have not found this so easy a task, and it is puzzling and frequently worrying educators and social workers. It must, therefore, not be expected that what has demanded so much careful thought on the part of parents and students will be solved overnight by the Rotary clubs.

Two things have received major attention. One has been the delicate and difficult task of trying to guide youth during adolescence and the other has been to provide it with proper companionship. As to the former, I believe too much stress has been laid on it. Publicists and platform speakers have gone to such extremes as to make many believe that all of youth is in one wild, flaming revolt. They have made the young feel that they are a problem, which is probably the worst thing that could be done. There has been an abnormal emphasis on a purely normal situation. Most of our boys are unconscious of being an adolescent problem and we err grievously in calling attention to it. There are stages in life which are just as well kept away from the blaring of trumpets and the beating of drums. The good and the bad, the clean and the unclean have always been present in youth, and they exist today. I personally protest against the attention that has of late been given to the bad and the unclean. Rotary will render a big service if it will fight the sensational phases of turning the spotlight on youth. There has been entirely too much of it.

THE other thing that has been voiced very frequently in our clubs is companionship between youth and the elders. I know of few subjects which have been wrapped in and saturated with more sentimental rot than this. Listening to many speakers who have dealt with this theme one is made to believe that our youth is a lonesome and neglected lot, starving for companionship and ignored by parents, teachers, relatives and friends. The cry has gone from club to club that boys are in need of pals; that it is the duty of every Rotarian to become the pal of his boy, and if he has no son, to hunt out some youngster and be a pal to him. On every Rotary platform the call was voiced repeatedly for palship, for comradeship, for playing with the young, for entertaining them, for devising some sort of recreation for their leisure hours. It has gotten to such a point that there is danger of Boys' Committees or Committees on Boys' Work degenerating into maudlin sentimental groups with pink-tea programs, looking on youth as a neglected lot to be mollycoddled.

Of late a doubt has come into the minds of many as to the value of all this. Are the best interests of young people in particular and society in general being served by this sort of thing? Is that Rotarian doing his best by a young fellow, be it his son or the son of someone else, who

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## Yes—

By Geo. W. Olinger

Vice-Chairman of Community Service and Boys' Work  
Committee, Rotary International

HERE seems to be a very great difference of opinion on this point of what the modern boy needs, yet that is not so strange a fact after all when we remind ourselves that the whole world—men, boys, luncheon clubs, society—find themselves in a veritable maelstrom of change. Of course there always has been change but of a more or less imperceptible nature until the period immediately following the war, when *everything* changed over night; age-old habits, customs, manners, morals, concepts, dress, and to very great extent, human relationships, changed.

More exactly to the point of our inquiry—boy life changed and men changed and the attitude of men toward boys changed and the attitude of boys toward men changed. So significant have been these changes that to discuss the modern boy or what he needs and how to best supply these needs without noting clearly the definite points of change means utter failure to understand the real situation.

To begin with we are all extremists. The tendency is to either entirely ignore the boy and his present-day needs and view him always in the light of our own experience (which is now all of a hundred years behind the march of progress) or else to sentimentalize about his imaginary needs and the so-called "Boy Problem" in general until we are convinced that *all* boys are bad or nearly hopeless and need emergency treatment to save them from utter ruin. Both points of view should, at the outset, be barred from our consideration for after all the big middle class of boys are normal for the time in which they live, and are inherently and potentially capable and will make a fairly satisfactory showing for themselves *in light of commonly accepted standards*. Nature has always safeguarded herself to that extent.

However to merely announce to the world that boys are all right—that we should feel no concern about them—that what they need most is to be left to themselves and that in the long run they will come through for "boys will be boys," is merely to whitewash a very big and significant question and advertise to all thoughtful, sympathetic, scientific workers with boys, of which there is an ever-increasing number, that you simply do not know what you are talking about; or to climb onto a platform and inform a popular audience who are likely to be largely stand-patters, that most of our work for boys as carried on in the United States is a wasted sentimental effort, is to take a position which cannot be maintained if a careful and honest study of the facts is to be considered.

Granted that many reformers have peddled much bunkum concerning boys and their needs; granted that the average father does care for and is concerned for his boy's best welfare as he sees it; granted that boys do not wish and certainly defiantly resent being nursed along through life's problems by overly solicitous fathers; granted that "palship" as often used is trivial and petty and even perhaps undesirable; granted that it is very bad psychology to be forever reminding the "modern adolescent" that he is a problem and in revolt and all the rest; granted that there has and likely always will be a great measure of constantly wasted effort on behalf of the boy which he would be better off without; granted that the whole subject of father and son relationship has in many instances and in the hands of many well-intentioned but uninformed speakers "been wrapped in and saturated with sentimental rot."

The fact still remains that the modern boy has some very specific and definite needs that are not sentimental nor "rot" and no one on God's green earth can supply those needs as they should be met but men—the right sort of men with the right attitude toward boys and what they undeniably need.

To interpret "Palship" between fathers and sons or between men and boys as a mere bit of mutual entertainment is to miss entirely the great point, for Palship, when properly understood, is a wonderful, majestic word—popularization of "*Togetherness*," which means fellowship and involves not the concept of playing at a few sorts of incidental amusements together but that vaster finer thing of working together, studying together, dreaming together, serving together, worshipping together, campaigning together, reading together, *growing and expanding and unfolding together* for men need the fine democracy and the splendid idealism of boys as well as boys need men.

"*Togetherness*" is a way of life and apparently was in the Infinite Mind because the great Omnipotent Father chose from the beginning that boys should be born into and grow and develop and discover themselves essentially in homes, in families, in company with each other and in close contact with a man.

BUT "*Togetherness*" is not an abstract thing which can be taught or given or wished into existence. Fellowship—comradeship—which is absolutely essential and necessary to the best development of an individual, is that indefinable, almost inexplicable essence or fragrance of human relationship which comes from *doing all sorts and manners of things together*. We now know that character, which we will all concede as a basic need of every boy, is not taught, or even caught, but learned as a result of experience which means activity in every realm of life. Character is the result of wisely selected and guided activity and it is because of this stupendous fact that boys need men. Woman of course has her place. All honor to her, but there are certain fundamental matters and relationships which she cannot as effectively bring about for a boy as can a man. Woe be this or any other nation when men conclude that boys can and will come into their highest development *without* close and continual contact with real men and one of the main difficulties in the situation lies in the fact that men are increasingly inclined to theorize about the matter and alibi their position instead of doing the things which boy-life needs. Boys everywhere—in the home, in the school, in the church, in training for community life and citizenship—need *more* vital contact with the best of men, whether their own fathers or not, through participation in common constructive tasks of every sort.

Now—in the home of even two generations ago, by the very nature of things, by the very type of life lived, generally speaking, boys (and in those days it was *boys* instead of a boy) lived in a home that was so totally different from the modern home that there was really very little in common beyond the biologic factors and the natural love and concern of the parent for the child. Specialization in work and industry had not come; each boy and girl was an economic unit of the whole. Families lived together, worked, played, worshipped together. Son learned the rudiments of seventeen trades from his father, not in an

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# Business Contacts

By Charles R. Wiers

Illustrations by R. M. Brinkerhoff

**B**ECAUSE the greatest unsolved problem of the human race is the problem of human relationships, it follows that what the world needs right now to straighten out its tangles and misunderstandings is manly leadership of the highest type. To try to get anywhere, without the guidance of men whose character will ring true in every marketplace, will result in about the same way as an effort to divert the discharge of the Mississippi River into the bung-hole of a barrel.

The head and heart must be right before we tackle the big job of trying to persuade and influence other folks? Indeed, it might be well for us to pause for a few minutes and contemplate the head and heart qualities of that unusual American who, only a few years ago, said: "Put out the light, please," to his faithful attendant, James Amos, and then approached his grave like one who wraps the draperies of his couch about him and lies down to pleasant dreams.

With the memories of this splendid life of inspiration flashing before us, let us see what Theodore Roosevelt regarded as the chief aim of existence:

There are many forms of triumph, but there is no other success that in any shape or way approaches that which is open to the men and women who have the right ideals. These are the men and women who see that it is the intimate and homely things that count most. They are the men and women who have the courage to strive for the happiness which comes only with labor, effort, and self-sacrifice, and only to those whose joy in life springs in part from power of work and sense of duty.

How many people today fail to give expression to the sense of duty within their own minds and hearts. They know they have a responsibility other than their own selfish desires, yet they chloroform their own consciences and stifle the higher impulses of their own better selves continually. Roosevelt was not always right in everything, but he was always right in the expression of that sense of duty which led him to oppose that which appeared to be injustice. He was always right in his desire to do something—not for Roosevelt—but for the other fellow.

With this setting I am led first to point out the need for more character in all of our verbal and written contacts with the public. Character rather than guns or ammunition has won every great battle. There is no reality in guns. There is no reality in swords. But there is reality in character, whether it is displayed on the battlefield, in the quietude of the home, or amid the hum of machinery. If character is such a worth-while factor, we may believe that our business messages will never become ambassadors of helpfulness unless they are conspicuous for the things by which the world measures the beauty and strength of genuine manhood.

You will agree with this when you recall some of the imaginary cleverness that is inflicted upon a gullible public



"He did a mighty awkward job."

all of the time by men who pose as publicity artists. Only the other day, for example, I ran across a letter advertising electric appliances in which the first paragraph was launched with a story about a corn-salve doctor. Why must one be called upon to wade through such a mass of pointless nonsense to get at the meat of a message? Why must the other man insist that we laugh when we don't feel like it, or waste a lot of precious time on nothing before he gives us his story about an automobile or a vacuum cleaner? Wouldn't it be better to assume that the average mortal is a human being and will read our messages if their wording proves that a red-fisted man, rather than a sissy, prepared them?

What the business world needs today, and what it will need tomorrow, is more character, more warm-heartedness, more sympathy, and more common-sense. The right use of these homely virtues will develop men everywhere along broader lines and enable them to understand in their wildest moments of greed and selfishness that "he profits most who serves best."

For obvious reasons I cannot justly plead for more character in our talks with customers without making a similar plea for more truth and more sincerity. The purpose of thousands of letters and advertisements is defeated because they are crowded with bluff, bunk, and bluster. Throughout the adjustment period following the World War, I saw any number of things staged in the name of business that would make Judas resemble a miserable piker. Similar stunts are still being enacted with striking regularity.

Recently I saw Cousin Webster in "The Old Soak" portray the whole thing



"I used to get irritated when anybody talked to me in a way I could not understand."

in striking form. Perhaps some of you have seen him. If so, you will recall that he always looked pious and never missed an opportunity to distribute Christian advice with a lavish hand. But that was not the limit of Cousin's activities. He did much more. Every time he looked pious he was figuring how he could get hold of Mrs. Hawley's splendid stock, which was rapidly increasing in value, and how he could operate as a bootlegger without being called anything more than a banker.

**C**OUSIN Webster does not stand alone by any means. He has lots of company. Because you know that to be true, I urge you all to join in a concerted drive for more sincerity and more earnestness in everything you do and say in your relations with the man at the other end of the bargain. Make it plain to your fellow-workers that the other fellow will overlook even flagrant errors in the composition of a writer, or faulty delivery on the part of a speaker, if he is convinced that the man behind the message is telling the truth and means everything he says.

Calvin Coolidge, without the wonderful personality of Warren Harding, is rapidly climbing the ladder of public esteem because he is not bluffing the American people. Secretary Mellon, although a very wealthy man, did not practice any insincerity in his handling of the tax reduction program. Magnus Johnson may not have the grace and persuasion of the late Henry Cabot Lodge, yet I believe the rank and file of people will give him credit for the utmost sincerity.

Let us so conduct ourselves, both in our verbal and written contacts, as to merit an unstinted measure of praise and admiration for a sincere effort to play the game on the square.

My next point concerns Clearness. Every man who deals, verbally or otherwise, with other folks, must make plain to them what he knows himself. Not an easy job. However, we continue to run on like Tennyson's brook, in the belief that our mixed audiences on the farm, the alley and the avenue will understand whatever is plain to us, no matter how obscure or uninteresting our imaginary good stuff may be when it is transferred to the written sheet. It is time we effected some badly needed reforms in this direction. It is time to learn that our

"In my day, we simply poked a hole in the egg and sucked."

messages will simply represent a mass of wasted effort unless they are well adapted to the needs and intelligence of the reader.

The great Lincoln recognized this many years ago, hence the plainness of his messages which are growing in power and influence with the march of the years. Listen to what he said once with regard to the care and thought he used when preparing anything that was intended to help others:

I never went to school more than six months in my life, but I can say this—that among my earliest recollections, I remember how, when a mere child, I used to get irritated when anybody talked to me in a way I could not understand. I do not think I ever got angry at anybody else in my life; but that always disturbed my temper, and has ever since. I can remember going to my little bedroom, after hearing the neighbors talk of an evening with my father, and spending no small part of the night walking up and down, trying to make out the exact meaning of their sayings.

I could not sleep, although I tried to, when I got on such a hunt for an idea, until I had caught it, and when I thought I had got it, I was not satisfied until I had put it into language plain enough, as I thought, for any boy I knew to comprehend. This was a kind of a passion with me, and it has stuck to me; for I am never easy now when I am handling a thought till I have bounded it north, bounded it south, bounded it east, and bounded it west.

A little later Lincoln emphasized this same thought in a few terse words

when he gave utterance to this choice bit of wisdom:

Write so the simplest can understand and the others cannot misunderstand.

Another man who is a devotee of clear-cut expression and who, like almost every other man who has been in public office, was misjudged, at least by those who think peanut thoughts, was the former gifted secretary of state, Charles Evans Hughes. A prominent bureau head in Washington recently said of Mr. Hughes:

It was a delight to listen to him when he had anything of moment to say at Cabinet meetings. With words that exactly expressed his meaning, and in language plain and explicit, he stated a proposition so clearly that everybody at once understood it.

Wouldn't you like to have your friends and customers pay you a similar compliment? Well, let us talk first-class English, and be sure not to inflict the output of our mental machinery upon the waiting multitude, provided we want it to be favorably received and promptly acted upon, until we have "bounded it east, west, north, and south." The Scriptures are right, as usual, when they say that "Words fitly spoken are like apples of gold in pictures of silver."

Following the necessity for clearness, I may appropriately urge that we be natural—just ourselves—nobody else. A few years ago I went with a friend of mine to hear an evangelist. Shortly after he had started his animated sermon I observed

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"As she sang, the butcher boy, who called for the order, heard it and went out whistling on his journey. . . ."

# Rotary's Democracy

*And the mythical bugaboo of classification*

By David M. White

IT is not strange that Rotary presents its problems of classification, for Rotary is the one and only organization that has this basic principle. It is in truth the very foundation of Rotary International and any weakness that club executives cause in the foundation by evasion of the classification principle is a direct blow at the organization itself. Classification fears are constantly rearing walls of opposition against the organization of clubs in new territory but these walls we must level by making clear the true purposes of classification and the essential and undisputed need of correct classification for membership. This can be done if we, one and all, come to recognize that the classification rules are for a purpose and that their elimination will destroy Rotary. It is better to fail in the organization of a club in a community than succeed by slighting the membership requirements. Therefore, it is undoubtedly worth while to stress frequently the fact that Rotary Classification must not be evaded or dodged and that the character and calibre of prospective members cannot be disregarded.

First let us consider these membership requirements entirely apart from the question of classification. We must all admit that the local club will be a composite of its members. If we lower member standards we lower club standards. It is true that a Rotary Club might absorb through the strength of its majority element a few weaker brethren and that it might be doing a service to the few that would offset any possible weakening of a clubs' composite strength. We do not know just what Rotary International would say as to that particular question but it is our personal opinion that an applicant for membership should meet fully Rotary requirements. In the first place Rotary has a right to expect that each added member will bring into the club an added strength. In the second place if we lower our standards with the very commendable intent of proving of value to the individual, yet conscious that we are adding nothing whatever to Rotary, we are establishing a dangerous precedent. When will we raise the bars we have once lowered and if we don't raise them at all when will the non-contributing element in our club be

**T**HERE are some who say that the membership and the classification committees are the two most vital to a Rotary club's well being, because these committees are concerned in dealing with the fundamentals of Rotary. The following article is adapted from an address delivered before the presidents and secretaries of the Rotary clubs in the Thirty-seventh District by David M. White, secretary of the Rotary Club of Lancaster, New Hampshire. Herein Rotarian White answers many of the important questions that are most frequently put before the membership and classifications committees of Rotary clubs for solution.

either the controlling factor or at least a discouraging one.

Rotary gives us considerable scope in the type of men eligible to membership. It does not insist that they be captains of industry or geniuses. A prospect must not of necessity have obtained the greatest success but he must be an up-to-date and progressive master of his work. He must be broad-minded and receptive. He must be willing to give more than he expects to receive of knowledge. He must have the Rotary principle of regular attendance instilled into him and a willingness to abide by it. Rotary is not a laggard organization; it is up and doing and it expects men in Rotary to be of that type. It has no place for the man who attends when convenient or for the man who does not have within himself the urge to attend.

Next, Rotary has certain definite principles and ideals for which it stands. It demands of the club member that he possess just such ideals and that he make them the standards of his personal conduct. He should be a man who has the determination to correct as best he can any existing low standards in the conduct of his own business and also the influence and will to better, as best he may, the standard of conduct of his entire craft. It is thus

that Rotary is not merely of advantage to the man chosen to represent his craft but to that whole craft itself. He must carry his Rotary membership modestly, for Rotary abhors the boaster.

Rotary does not demand that the member be a tin-god. It does demand that he be one who does not blush after a period of self-analysis. In short it desires the man who courts self-analysis with the object of self-improvement. The member must also be representative of his business or profession, equipped to carry to his associates the message of Rotary. He should be an owner or an executive.

This briefly is the working field of Rotary. It represents the group from which Rotary clubs must pick their working members. To insure and assure the proper selection of members, Rotary develops a plan that calls for action of two committees and as follows:

The Membership Committee—This committee shall consider all proposals from the personal side and shall especially investigate the character, business, social, and community standing of all persons proposed for membership and shall report their decision to the board of directors. The discussion of the function of this committee does not seem necessary as it is self-evident and we have already endeavored to indicate what is the field from which Rotary members may be chosen.

**N**EXT we have the Classification Committee which is to make the community survey and present a list of filled and unfilled classifications. It is not the duty of this committee to propose names for membership. It is the club's human, walking and talking directory. The classification committee shall consult with the Board of Directors and advise on all questions arising relative to member classification.

So we are at last face to face with Rotary's mythical bugaboo if you will have it so but, more truly, face to face with that principle of Rotary selection that has contributed to its influence, its growth and its ability to attain to a degree at least the six objects for which Rotary clubs are chartered.

In discussing Rotary classification we have a gigantic task. We would be a Paul Harris or an Arthur Sapp for a

moment were it possible. However, I shall attempt to emphasize the necessity of adhering to Rotary classification rules and to lift if possible some veil of doubt as to certain questions.

Rotary classification is the selective method employed by Rotary to establish its membership. There are three member classes and as follows:

*Active*, the man chosen in any community to represent some one business of which he is either partner, proprietor, corporate officer, or manager, or an executive officer of discretionary authority, local agent with executive authority, a professional man in a recognized calling.

*Second active member*, a partner or business associate of the active representative of a craft. He has the full privileges and obligations of the first active member but forfeits his membership if the first active member's classification terminates.

*The Honorary member*, without privileges of vote and without obligation of payment of dues. This is Rotary's highest honor and should be awarded only when the person has distinguished himself by some special meritorious service.

We will stress a bit at this time the second active membership since Rotary International has frequently called our attention to the advantages of filling these vacancies. A partner or executive associate, generally speaking, may become this second active member providing he meets all other Rotary qualifications. There is strength in numbers even in Rotary and one way to get this added strength is through more associate or second actives. Furthermore it permits of the selection of a younger group of members to come into Rotary fellowship, men instilled in early life with Rotary ideals of service. The value of this ultimately to a community is self-evident. The value of it to the Rotary of the future is equally clear. Conditions would not permit the second active membership privilege to be overdone as the field itself would not be a large one. Again, we are getting for Rotary the men who should be in Rotary. A young man noting the interest his partner takes in Rotary will be quite sure to take the chance of joining another service club if Rotary itself does not open the way to him.

Thus we have the skeleton of a Rotary organization. A discussion of classification may, however, be confined to the first class, the active group.

THE qualifications of membership have been outlined. How are members to be classified? Rotary International has arranged a very elaborate guide or outline. Every club has in its possession one of these outlines from which a classification committee may solve, it seems to us, any question as to

classification that comes before it. You will find outlined just about 2,000 vocations so you can see it would be folly to attempt even to list them. It is said that all the vocations in the world number some 5,000 so Rotary has doubtless provided for our club hunting-reserve representative and worthy game.

This outline is quite a wonderful book and it would be well worth the study of any Rotarian. Here we find listed some 77 major classifications, such as Agricultural Equipment Industry, Agriculture, Clothing Industry, Metal Mining and Refining, etc. Invariably these are subdivided into so-called minor classifications of manufacturing, distributing and retailing. We can readily understand that each of these minor classifications is a distinct business in itself. There are other sub-divisions of these minor classifications. Take medicine, for instance. You have medicine as the major classification, then the minor sub-division of physician and the surgeon and we are advised that the specializing in any branch of medicine or surgery makes eligible a classification for each field of specializing. Under the major classification of "Automobiles," we find 17 distinct classifications open and we will name these just as an instance of the other major classifications—Automobile manufacturing, three classes, manufacturing, distributing, and retailing. The same of trucks and also of motor cycles. There are the same three sub-divisions of auto parts and accessories, one for automobile painting and also the three sub-divisions of tires and one for garage and service station. The Machinery and Equipment major classification has almost countless possibilities for sub-divisions or minor classifications, yet the Rotary Classification Committee must be certain that each sub-division is distinct. The paper industry is not subdivided into many minor classifications, but a

foot note advises us that where conditions warrant, and the mill so specializes, the club may further sub-divide and establish a classification for any one kind of paper. Newspaper men are not classified at all. That means they are in a class by themselves. It was a wise group of pioneer Rotarians that framed these rules and regulations. They lifted bodily every single barrier against the press. They have not been so gracious to the clergy. They are classified under "Religion." The Rotary rule permits one Protestant, one Catholic and one Jewish, etc. It does not sub-divide, for instance, Protestant churches by creeds. The second active member must be of the same faith as the first active.

THIS is but a very brief and unsatisfactory review of a book that presents the key that unlocks the door to many good prospects and locks it against others. It is not by any means a narrow rating of classification and you will agree after study that Rotary has been as liberal as it can be and not jeopardize the great advantages that come from the classification principle. In fact, if you will pardon the speaker, it shows a study, an understanding and an appreciation of the subject that executives should recognize and thus cease to follow the custom we sometimes have of tampering with it in order to find a place for some special prospect.

This outline, however, resting in the Rotary Library, is of little value. We suspect that every club everywhere can use it to better advantage. It ought to be put to as much service as the club song book. It probably is not.

Therefore this suggestion. The classification committee is for a purpose. It is not merely to act upon the member prospect as the card comes to it. Its functions are active not passive. It is to keep the club informed as to the open or available classifications. This may be done by a survey of the community which the club serves. It is not a simple task but it certainly is not an impossible one I believe, for the clubs of any district. Take the Outline and in most of our towns we can eliminate a great majority of the major classifications. From those that remain we can make a study of the minor classifications and if there is a vacancy and a man qualified to fill that vacancy we should have a report from our classification committee. It is true that the member Rotarian in our smaller clubs will often have a man in mind, whose association he desires and whose influence he wishes his club to have, and he will inquire, doubtless, if there is a classification for him. This suffices in part. It is not enough. A functioning Rotary club will ever have available

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*"SOMEWHERE in this article there must be a red sign with the word 'warning.' Perhaps it may be inserted here as well as anywhere. That warning is not to fake classifications or to stretch our interpretations too much. Knock out of Rotary the classification principle and you remove a prop from its foundation. You do more than that for you make your club the laughing stock of the man on the outside. A Rotary club is bound to stand in its community just as it deserves to stand."*



## Le Coeur de Rotary

Par Jacques-Edouard Chable

LES pensées généreuses et utiles sont comme des ondes: rien ne peut les arrêter. Le mouvement rotarien s'est étendu avec la force de ces ondes, dirigées avec la même puissance tout autour du monde; rien n'a pu l'arrêter, rien ne l'arrêtera. Sa devise "Service above self" est déjà, et sera de plus en plus, le "moto" de chaque homme d'affaires ayant une influence dans le milieu dans lequel il vit.

C'est un honneur d'être Rotarien, un privilège aussi, et il n'y a pas de priviléges sans devoirs. Un Rotarien de n'importe quel continent, de n'importe quelle nation, de n'importe quelle ville tient autant à son "membership" du Rotary qu'à sa famille, car il ne peut être évalué en dollars, mais avec une monnaie beaucoup plus rare et plus précieuse qui lui permet d'acquérir des amitiés sincères, une confiance qu'il s'efforcera de toujours mériter et qui, par-dessus tout, lui permettra de donner quelque chose au monde, par son activité influencée par l'idéal de son club.

Cette activité n'aura peut-être pas d'influence directe sur les rapports internationaux, mais on sait que quarante trois nations dans le monde sont unies par le Rotary comme quarante trois membres d'un même club. Tous les Rotariens du monde entier sont liés les uns aux autres par la même volonté de servir. Ils ont le même idéal, les mêmes principes, le même enthousiasme et la même organisation. Toutes ces volontés communes peuvent avoir différents moyens pour s'exprimer et pour agir. Peu importe les moyens, si le but est le même. Nos coeurs battent avec le même rythme, mais nos visages sont différents, ainsi que notre éducation, les moeurs et coutumes de notre nation, qui nous ont été donnés par notre père et notre pays. Chaque pays, comme chaque famille, a son "home rule." Pour rapprocher tous ces hommes de quarante nations, il ne faut pas chercher ce qui peut les séparer, mais il faut chercher ce qu'ils ont de commun. Chaque nation a sa cuisine nationale, des mets différents, mais le pain est le même. Le Coeur de Rotary est le même dans tous les pays. Chaque homme a son caractère personnel, mais le cœur est le même.

En visitant les clubs du Rotary en Europe et aux Etats-Unis, j'ai été reçu partout avec la même cordialité, les mêmes preuves d'amitié. J'ai toujours ressenti le même sentiment—le plus beau du monde—celui que l'on éprouve quand on est entouré d'amis. Tout en échangeant des impressions et des observations il m'est arrivé souvent de discuter du Rotary avec différents groupes de personnalités et très fréquemment la conversation a porté sur les petites différences que j'ai remarquées entre l'Europe et les Etats-Unis. Souvent ou m'a demandé pourquoi il n'y avait pas de "Chop Suey" en Europe, et pas de bons vins aux Etats-Unis. Pourquoi l'Européen a toujours ses bretelles avec lui et l'Américain son carnet de chèque. Un Européen avec bretelles est un immigrant; un homme qui a des bretelles, qui n'a pas de carnet de chèque, qui ne connaît pas Baby

## The Heart of Rotary

By Jacques-Edouard Chable

GENEROUS and useful thoughts are as the waves; nothing can stop or hinder their progress. Thus the Rotary movement has spread around the world; nothing has stopped its advancement, nothing will stop it. The motto "Service Above Self" is becoming the motto of many business men with great influence in the circle in which they live.

While it is an honor and a privilege to be a Rotarian, privileges always imply the existence of corresponding duties. A Rotarian, no matter what continent, nation, or city he comes from, holds his membership as one of a world family. It is a membership that cannot be given a monetary value, but must be measured by a standard far more rare and precious. Furthermore it is a communion through which he acquires sincere friendships and confidences worthy of all his efforts. At the same time his Rotary influence enables him to transmit those benefits to the world about him.

One particular phase of activity of Rotary may not appear to have any direct significance as regards international relations, but it attains rather vast importance when we consider that the forty-three nations in Rotary may be potentially united just as forty-three members in one club may be united. And so Rotary may become in reality a union of the entire world of Rotary, bound by the same desire to serve, the same ideals, and enthusiasm, and possessing the same organization. That the mode of expression and action in carrying out these ideals may differ in one country or another is of small moment when one remembers that all are working for a common purpose. Hearts may beat with the same rhythm, even though facial expressions, education, and manners may vary widely. As with every family, each country has its own "home rule." If one has a desire to understand this membership of forty-three nations it is unwise to search for those things which mark one country as different from another; rather should we go about looking for that which we have in common. Every nation has its own national cuisine, its own special dishes, but bread is a universal food. The heart of Rotary is the same in every clime. Every man has individuality of character, but his heart beats to the same measure.

In visiting Rotary clubs in Europe and in the United States I have been received everywhere with the same cordiality and the same expressions of friendship. Everywhere I have experienced the same feeling, the most pleasurable thing in the world, namely, that one is surrounded by real fellowship. In exchanging impressions and observations both with Europeans and Americans it has so happened that I have often discussed Rotary with many different groups. Many times there has arisen the question of the little differences which exist in the customs of the United States and of Europe. Here are some of the questions which are asked of me: Why in Europe we have no chop suey; why

Ruth et qui monte au deuxième étage d'un gratte-ciel par l'escalier est aussi un immigrant aux Etats-Unis.

Un Américain télégraphiera à sa femme pour lui annoncer que "Harvard" a battu "Notre-Dame"; un Européen ne ferait jamais cela; pour lui un télégramme signifie "mariage" "naissance" "mort" "manqué le train" "banqueroute" etc. Je conçois qu'une victoire de Harvard sur Notre Dame peut-être de grande importance, mais je pense que vous saisissez mon point de vue. Un Américain aura dans son bureau toutes les machines imaginables pour "gagner du temps." Mais il attendra une demie heure devant un "show" et restera deux heures avec les pieds gelés pour voir une partie de football. L'Européen n'attendra jamais quinze minutes devant un cinéma, il ne "perdra pas son temps" au football, mais il perdra deux heures pour tailler un crayon, écrire une lettre à la main, se disputer avec ses employés . . . and so on.

VOYONS maintenant quelques différences en ce qui concerne le Rotary. Il ne faut pas oublier que Rotary est encore un nouveau-né en Europe. D'autre part il faut constater, et ceci est très important que, sauf en Angleterre, il n'y a pas la même organisation sociale en ce qui concerne les clubs, sports, etc. Un Américain est toujours membre de quelques clubs, cela fait partie de sa vie; un Européen du continent fait partie de sociétés, de cercles politiques, littéraires; n'ayant pas de buts très définis la vie de club y est presque totalement inconnue, aussi le Rotary est quelque chose d'entièrement nouveau, tandis qu'aux Etats-Unis il prenait place à côté de centaines d'autres clubs.

L'Européen est très individualiste, il n'a pas cet esprit de groupe que l'on trouve ici, dans les affaires, dans le sport, dans les universités, partout. Il n'a pas cette cordiale spontanéité, il reste un peu froid et réservé d'abord, n'éprouve pas le même besoin d'expansion et de dire un "good joke" à un inconnu. En un mot, il sort difficilement de sa coquille, de sa famille et de son cercle d'amis. Aux Etats-Unis et ce n'était pas avec des Rotariens—il m'est arrivé, dans le train, sur le bateau, dans un hôtel, de rencontrer de charmants Américains qui, sans me connaître, en dix minutes me donnaient des détails de leur vie privée, me disaient combien ils gagnaient, la marque de leur automobile et leur opinion sur la prohibition, le "birth control" et la fin du monde.

Si nous pouvions assister aux 2630 luncheons rotariens dans toutes les parties du monde, nous pourrions sans doute découvrir plusieurs petites différences, et c'est heureux, car le Rotary International n'a pas la prétention d'abolir toutes les caractéristiques nationales, mais de les unir au contraire, telles qu'elles sont, dans un esprit de dévouement et d'amitié.

Un Rotarien, méritant ce nom, ne devrait jamais dire du mal, ou en écouter, d'une nation où il y a des Rotariens; il peut avoir des sympathies naturelles pour tel ou tel pays qu'il connaît mieux, et apprécie le mieux, mais il ne devrait pas avoir d'antipathies pour un pays qu'il ne connaît pas; s'il lit ou s'il entend quelque chose de défavorable à l'égard d'une nation; il doit toujours se dire que dans cette nation—là il y a des Rotariens qui ont la même devise que lui, le même idéal; il doit se dire que toute question a ses deux cotés, et qu'il est extrêmement difficile pour nous, des hommes, de savoir qui a entièrement raison et qui a entièrement tort. Il est très rare, en fait, qu'un seul côté d'une question soit entièrement juste ou entièrement faux.

Durant mes premiers jours aux Etats-Unis on m'a pris souvent pour un immigrant parce que je mangeais à l'Européenne. De même, un visiteur Américain remarquerait que nos membres ne s'interpellent pas par leur prénom, sauf (Suite à la page 34)

in the United States on the other hand there is no good wine. Why the European is never without his suspenders; and why the American always carries a checkbook. A European with his suspenders is immediately marked as a stranger, while in America a man who carries suspenders instead of a checkbook, who does not know Babe Ruth personally, and who walks up a flight or two of stairs in an elevator-equipped skyscraper is easily recognized as a visitor from other shores.

An American sends his wife a telegram to tell her that Harvard has beat Notre Dame. A European would never for one moment consider doing such a thing. A telegram to him is of the gravest import; it may mean marriage, birth, death, bankruptcy, or missed the train. I realize that the matter of Harvard beating Notre Dame may be of grave importance, but I believe you get the point I am making. In the office of an American business man there are any number of fascinating machines to "save time," but these same business men will wait half an hour before a show, or will sit for two hours with frozen feet watching a football game. A European would never wait fifteen minutes before the best cinema, and would never "waste his time" at the football game, yet he will fritter away two hours to sharpen a pencil and write a social letter, or perhaps argue a minor point with his employees.

LET us consider some differences concerning Rotary. In any such discussion as this, one important fact to be borne in mind is that Rotary is still a very new movement in Europe. There are other important considerations also to which we must call attention. Outside of America and England there are no social organizations called "clubs." The American business man is, as a rule, a member of several clubs; they are a very important part of his life. The continental European moves in his own social, political, literary, or family circle, and so, because it does not have a specific object, club life is unknown. Rotary in every respect, therefore, is something entirely new, while in the United States the organization has very naturally taken its place alongside hundreds of other clubs.

The European is very individualistic. He lacks that spirit of camaraderie which one finds in America in business, in sport, in the universities, everywhere in fact. That spontaneous spirit of cordiality is missing among his cousins across the seas. The European remains more cold and aloof and does not seem to have that easy desire for mixing and exchanging "good jokes" with strangers which is such a predominant characteristic of the American people. In other words, the European comes out of the shell of his circle of family and friends with some difficulty. On trains, on steamers or in hotels I have often had the opportunity of meeting charming Americans who in ten minutes were giving me the details of their private life, their opinions on prohibition, on birth control, the make of their automobile, or perhaps they might even tell me how much they earned.

If we could sit in at the 2,600 luncheons in all parts of the world we would undoubtedly discover a great many little differences. This is all as it should be, for Rotary International does not pretend to abolish all national characteristics; on the contrary it accepts them as they are in a spirit of tolerance and friendship.

Any Rotarian who is deserving of his name will never repeat thoughtlessly the evil he may hear concerning another country. It is but natural, of course, that he show a certain sympathy for those countries which he knows best and so appreciates more, but he should never entertain feelings of antipathy (Cont'd on page 33)



# Catalytic Forces

## *The Chemistry of Rotary Education*

By Phil. Paul Sponagel

FATE has assigned to me the most thankless task to be found in Rotary—that of becoming chairman of the so-called Rotary Education Committee in my club. This task is a thankless one because my predecessors have come to the conclusion that this committee has, as a matter of fact, no reason for existing because of conditions in Europe; but above all my task is a thankless one because the adult Swiss citizen, conscious of his good education, is very reluctant to take good advice. The social reformer and the moralizer are rather looked upon by us with suspicion and this is not a bad indication so far as the moral standard of our people is concerned.

I should like to emphasize, therefore, that I also feel that the mission of the Education Committee should be that of being an information bureau for the newly admitted Rotarian, imparting to him all information in connection with Rotary and assisting him in any matter whatsoever. It is incumbent upon our committee to provide the new Rotarian with informative literature and to instruct him in the practices of Rotary. It should be the duty of this committee to draw to the attention of the new Rotarian that he is expected to attend the luncheon regularly. The alternating seating arrangement at the weekly luncheon should be explained to him as well as the custom of visiting other Rotary clubs when traveling. He should be made to realize that his participation in all discussions at the weekly meeting will be welcomed. It should be explained to him that the logical sequence of this idea is the strict observance of the classification principle in having only one representative for each distinct branch so that the aims and objects of Rotary may be carried into the most diversified circles. On the other hand, he must be warned that proposals for membership should not be made without due reflection so that the Rotary club may unite the most influential and the most prominent men in a city. If, in addition, the Education Committee also uses its influence

*ROTARIAN SPONAGEL is obviously a man with a definite and high philosophy of life. This philosophy he fits into Rotary teaching with great ability and much force.*

*His paper, a copy of which I have just read, deals with "ultimates" rather than "immediates"—with the effects of Rotary Education rather than the modus operandi of fitting it into the Rotary club program.*

*The plan of Rotary International was to devise a system of instruction in the origin, growth, achievements, ideals, ethics, organization, constitution and by-laws, and policies and methods of Rotary.*

*Their plan has in mind more the technical or mechanical "teaching" of Rotary functioning rather than a consideration of the desired and aimed-at end of that teaching.*

*I welcome this statement of the "philosophy" of the matter. It is timely, succinct, clear, and idealistic.*

WM. MOFFATT

Director of Association for Great Britain and Ireland (of Rotary International)

with the Program Committee, that at regular intervals talks and discussions relating to Rotary Ethics and Rotary administration are put on, then I think it will have acquitted itself of the task assigned.

Under no circumstances would it be possible with us to insure the success of the so-called Rotary Education School so popular in certain American clubs; first of all, because we could not make such demands upon the time of our newly admitted members. Then, too, such a course would make still greater demands upon the members of the board of directors. Last of all, we Europeans do not possess that childish mental simplicity which the American in spite of all his cultural achievements has maintained. This sound naïveté and primitiveness is an attractive trait in the American, for it makes him optimistic, disciplines him, and instills faith into him. For this reason the American can also endure a Rotary School in which he is systematically trained to become a good Rotarian, whereas to the skeptic European it would be unbearable.

For us a deep study of the Rotary Philosophy, which is for each one so clear and natural, is a matter of Rotary self-education. It is on this subject of self-education, which will aid us to become thoroughly grounded in Rotary, that I wish to particularly emphasize in this article.

The first object of Rotary, the wish to serve one's fellow-men, is the cardinal point of the Rotary credo. The other five objects define, so to speak, only special cases. Therefore, we ask ourselves at the very outset: "How can I educate myself to render service?"

In order to be ready to serve with helpfulness, a certain optimism is necessary above all things. The world-war and race-hatred, moving-picture culture and modern business morals have all contributed to a greater or less degree in making pessimists out of us, all too ready to be infected by the idea of man's moral decadence. We no longer really believe in the power of good deeds. We are all suspicious and fear that our goodness may be regarded by others as a weakness and that our desire to be of service may be abused by those with whom we come in contact. Let us be frank. When we render a service we do so, even if at the time we are not conscious of it, with a selfish motive, which emanates from the consciousness that we are thereby helping ourselves.

OUR conscience prompts us to do a good deed, but only because goodness is necessary for the development of human society and because we thereby combat the evil principle which is destructive. It is not fear of punishment which causes us to be decent and honest. Even in those places where no states' attorneys and state courts exist, the same moral principles exist, in fact, primitive man is often more honest, more hospitable, more ready to serve, in short more human than civilized man, just because he with his naïve mentality takes his own qualities for granted in his neighbor and believes that he can expect from his neighbor,

if necessary, the same service which he would render. If, as true Rotarians, we are at all times to be ready to render a service to our fellow-men, then we must become optimists with a firm belief that the desire for goodness is latent in every human being. It was Jean Jacques Rousseau who said: "Man is born good." We must try earnestly to remove from our thoughts such conceptions as "Ingratitude and Wickedness of the world," "Moral Degeneration as an Aftermath of the War," etc., for these are inhibitions which make it extraordinarily difficult to give way to the good impulses which have been implanted in us by Rotary.

The second object of the Rotarian calls him to the attainment of a high ethical standard in business and profession. Also this object can only be attained through self-education and through a constant and unsparing self-criticism of all our actions. It is true that the rigid rules of membership assure in general the admission of only such men who can be relied upon for the integrity of their character and their ethical dealings in business, for in becoming a member a Rotarian has already pledged himself to make the high aims and objects of this organization his own. Nevertheless, it must be admitted that the ruthlessness practiced in business today does not leave even the best of us untouched and that now and again we find ourselves in a situation which brings us in conflict with our Rotary conscience. Especially during times of financial depression it is often not easy to follow the star of our own high ideals. We realize that our competitor is assuring himself of advantages, through certain ruses, which would undoubtedly appear unfair to those with different ideals, and yet which have been unfortunately at all times practiced in business. Misleading advertisements, willful little omissions in the offers made, substitution in the quality of the goods sold and those offered as samples, discounts and other means of influencing the customer, which you are familiar with, are all practices which in case of necessity are permitted to the average business man.

Even our customers have in many instances no longer a comprehension of the degradation to which they force

the merchant by tempting him to pursue such practices because they themselves play one seller against the other and by so doing do not hesitate to practice untold deceptions. It is just this unethical business principle with the public which forms one of the main causes for conflict; and it is herein that the ethical business man finds it difficult to remain firm. Often in such cases, if he draws attention to his honorable business principles, he finds that he is often not understood—his customer turns his back on him, pretends to be offended, and gives his order to the merchant's more tractable, less scrupulous competitor. I assure you that I could mention a dozen cases which illustrate this unethical manner of doing business; in some instances that I know of, even professional men stooped to such methods—men who would protest loudly if one were to apply similar methods to their professions, for instance that of reducing the fees that have been fixed for their services.

HOW shall we arm ourselves against such practices in our business? I have given this matter a great deal of thought and I have come to the conclusion that the only thing to do is to apply Rotary self-criticism and practice and self-education. We must above all things be able to forego a momentary gain because of our conviction. In

only one way, that of giving a good example, can we make a colleague who uses unfair methods or a non-scrupulous customer feel ashamed. Only in this one way, I am convinced, can a reform be effected. If we are not satisfied with merely partaking of the high Rotary ideas as a kind of mental dessert after luncheon, but feel that we must as true Rotarians carry the spirit of Rotary into the world and live up to it by our Rotary actions, then it becomes clear to us that we have taken upon ourselves a heavy responsibility, that we have pledged ourselves to something which is not so close to us after all.

The third object "The application of the ideal of service by every Rotarian to his personal, business, and public life" is really only a corollary to the first object which demands of the Rotarian that he be at all times ready to serve. We might compare the latent desire to be of service which is to be found in everyone to a thick crystallized solution which does not become fluid, because the necessary impulse is lacking. If we throw into such a solution a small particle of the crystal of the dissolved matter, we will observe the most wonderfully clear crystals suddenly loosening themselves from around the little crystal, while the impurities remain in the solution. Likewise the Rotarian may act as a crystallization-center in that whirlpool of impurities—the business world—and group those about him who have an understanding of true ethics. Perhaps you will permit me to give you another illustration from chemistry. Possibly you have heard about catalysis. These are metals or metal-salts, so infinitesimal that only a trace is needed to bring about a reaction in a large number of substances. In the last ten years or so a number of very important chemical-technical manufacturing processes, as for instance the production of sulphuric acid, the compounding of hydrogen-nitrogen, into synthetic ammonia (Haber process), the hardening of fats, etc., have been perfected both technically and industrially through the application of catalytic force. In a similar manner the Rotarian may in his field of activity, act as a catalysis by being a stimulating agent, uniting, in the idea of service, different groups in the business world which seem to

(Continued on page 50)



Phil. Paul Sponagel  
Zurich, Switzerland



Photo: Underwood &amp; Underwood

HON. ARTHUR CAPPER, Topeka, Kans.



Photo: Underwood &amp; Underwood

ALBERTO PIRELLI, Milan, Italy

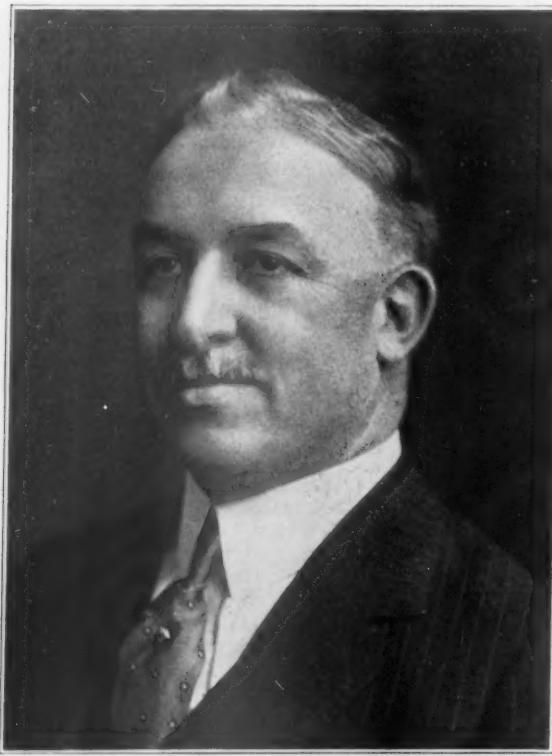


Photo: Walinger

FLOYD L. BATEMAN, Chicago, Ill.



JOAQUIN LEPELEY, Valparaiso, Chile

## ROTARIANS IN THE PUBLIC EYE

**The Hon. Arthur Capper**, U. S. Senator from Kansas, is receiving considerable notice from both the United States and European press as a result of his joint resolution introduced into Congress providing "for the renunciation of war as an instrument of national policy." Senator Capper is a widely known publisher, was governor of Kansas 1915-1919, and is an honorary member of the Rotary Club of Topeka, Kansas. (See page 41 for text of his resolution.)

**Alberto Pirelli**, of Milan, Italy, rubber grower and cable and tire manufacturer, president of

the International Chamber of Commerce elected at the fourth world congress held in Stockholm in August, recently called attention to the harmful effects of existing trade barriers, asserting that "individual undertakings should always be subordinated to the greater economic welfare of a country."

**Floyd L. Bateman**, of Chicago, Ill., president of the Trans-Continental Freight Company, has been appointed a member of the Organization Committee for the proposed World's Fair in

Chicago in 1933, celebrating the city's one hundredth anniversary. Mr. Bateman is a past president of the Chicago Traffic Club, past president of the National Furniture Warehousmen's Association, and is a director of the Rotary Club of Chicago.

**Joaquin Lepeley**, of Valparaiso, Chile, editor-in-chief of the famed *El Mercurio* is described often as "a man who has climbed the whole ladder of service." *El Mercurio* is celebrating the hundredth anniversary of its existence and service to the Chilean people.

# Rotary and Diplomacy

*Their meeting at Washington luncheon*

By Ervin F. Kemp

"**O**n behalf of Rotary International, I delight to greet you, the representatives of the nations both of the Americas and of over-seas continents that are represented officially here today. Your presence is a splendid tribute to Rotary, which is today truly international."

It was the president of Rotary International—Arthur H. Sapp—who was speaking. It was at a regular luncheon of the Rotary Club of Washington, D. C., but in the audience were representatives of thirty-three countries—ambassadors and ministers, or other designated officials, headed by the Dean of the Diplomatic Corps, the Rt. Honorable Sir Esme Howard, Ambassador E. & P. of Great Britain.

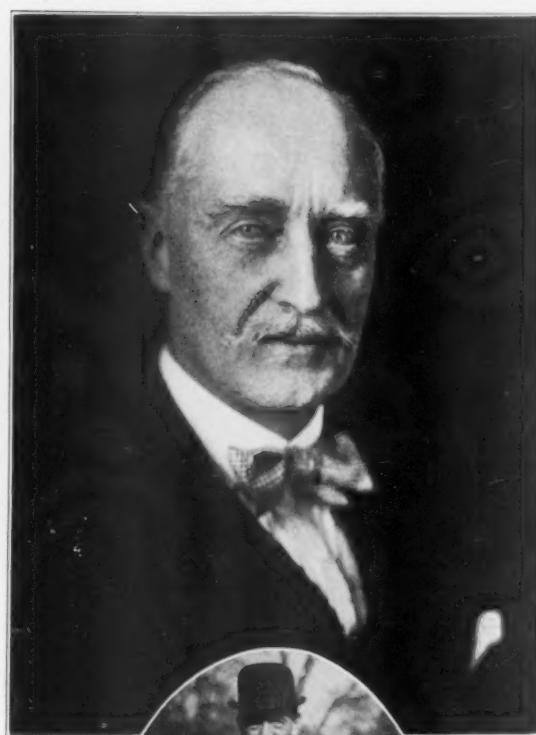
Very seldom, if ever, has there been in Washington a gathering of diplomats, at any other than an official function, comparable with that which assembled at the Willard Hotel on December 7th, 1927, to hear International President Sapp. Men of affairs frankly expressed surprise at the number of diplomats who accepted the invitation and attended the meeting. To Rotarians, it was an expression of the interest in and friendliness to Rotary manifested by the nations of the world into which it has spread from the country of its origin.

The Washington Rotarians also had as guests for that day four members of the President's Cabinet, an Undersecretary of State, a United States Senator, the Chief of Staff of the United States Army, the Director General of the Pan-American Union and others from outside Rotary, together with many visiting Rotarians, including presidents of twenty Rotary clubs, and two Rotary District Governors.

Music was furnished by a detachment of the United States Marine Band, playing as an orchestra under the leadership of Captain Taylor Branson, the detachment having been especially detailed by the Secretary of the Navy for the occasion.

And why this unusual luncheon of the Washington Club? Here in a few words in the interesting story:

At the Rotary convention in Ostend



Photos:  
Underwood &  
Underwood

Above—Sir Esme Howard, British Ambassador and Dean of Washington Diplomatic Corps. In Oval—Dr. L. S. Rowe, Director-General of Pan-American Union.

last June, a Japanese Rotarian told an American Rotarian that he wished that the Japanese Ambassador to the United States might learn something about the standing of Rotary in America, and communicate it to the people in Japan. The American Rotarian interested

President Will Everett of the Washington Club, who promised to invite His Excellency the Japanese Ambassador to a luncheon of the Washington Club. One step led to another. The Washington Rotarians are persistent and they not only got their invitation accepted by one ambassador, but they landed almost the entire diplomatic corps in Washington (Tokio, London, Paris, Rome, and other capitals: Please take note).

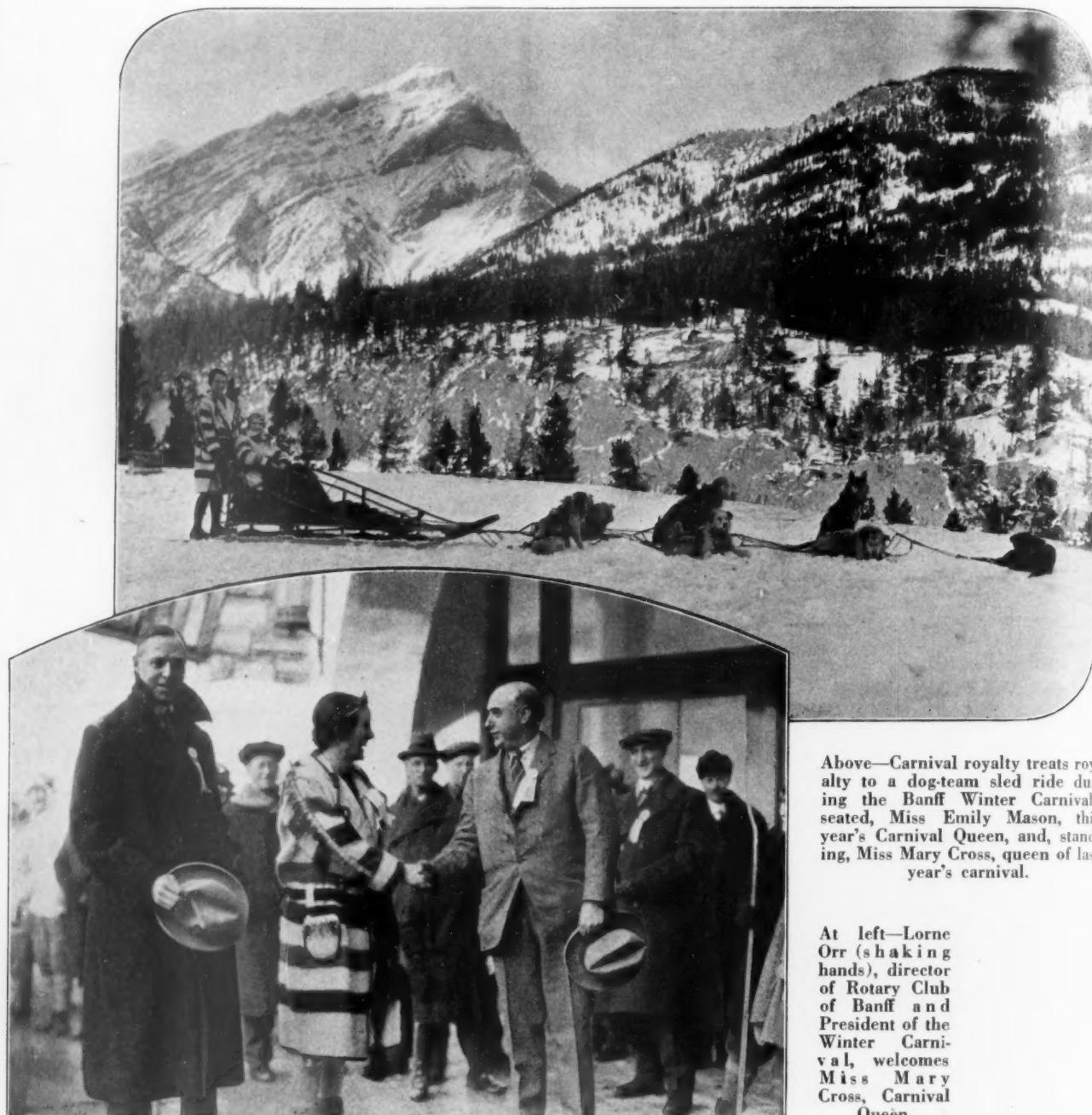
Following are some extracts from the address of the president of Rotary International, statements which were cordially received by the assembled Rotarians and their distinguished visitors:

"Rotary is not any longer American. Rotary is truly international. There may be some necessary steps to be taken to make it function thoroughly as an international force but nevertheless today Rotary is established in Europe and throughout the world. Rotary is not a miracle performing organization. It cannot and will not work any sudden miracles of peace. How then can this organization help to solve international peace? We are interested primarily in the extension of the principle of service. 'He profits most who serves best' is no idle motto. It means exactly what it says. It is a principle good for the individual. A principle which is good for the individual is worthwhile for the nation.

"**A**FTER having spent the major portion of the past four months in Europe during which time it was my privilege to visit Rotary clubs in fourteen nations, I made sufficient observation to convince me of one thing, that the peace and prosperity of the world will not come by the lessening of the patriotic impulse but rather by the increasing of patriotism among all nations. No man is fit to be a citizen of the world who is not a patriotic citizen of his own country. The abolition of war will not come because men refuse to fight for their country's good but because men for their country's good will make fighting unnecessary.

"International relations are primarily business relationships. Most wars are

(Continued on page 32)



Above—Carnival royalty treats royalty to a dog-team sled ride during the Banff Winter Carnival: seated, Miss Emily Mason, this year's Carnival Queen, and, standing, Miss Mary Cross, queen of last year's carnival.

At left—Lorne Orr (shaking hands), director of Rotary Club of Banff and President of the Winter Carnival, welcomes Miss Mary Cross, Carnival Queen.

# Capitalizing the Snow in Banff

By E. N. Davis

**Y**OU'VE heard of Banff in the Canadian Rockies?

Perhaps the mere mention of the name, which brings that dreamy look into a hosiery-counter girl's eyes in summer, revives memories of a honeymoon spent there in the shadow of the giant peaks of twisted rock or on the shores of Lake Louise, the "gem of the Rockies," a few miles away.

And you might, by chance, have par-

taken of the hospitality of the mountain folk,—the village blacksmith, the editor of the weekly paper, the town magistrate, the village school principal and the others,—at the weekly luncheon of the Rotary club there.

If you have, the horny-handed blacksmith, who tossed a coat across his broad shoulders at the last moment for the "meetin'" may have told you of the self-imposed mission of that handful of

men who congregate each week in the name of Rotary.

It represents, perhaps, the most novel service given to a community in the whole gamut of Rotary clubs.

The Almighty has created recreational facilities in the Canadian Rockies for the boys and girls that any Rotary club anywhere would consider a tremendous asset.

And so the small but ambitious Ro-  
(Continued on page 40)

# Comments on Rotary Books

## *Philosophy—Interpretation—Boys Work*

*By One Not a Rotarian*

### *Rotary Stripped of Its Formulae*

*The Meaning of Rotary*—By a Rotarian, with an Introduction by John Galsworthy; 83 pages. Published by Percy Lund, Humphries and Co., Ltd., London.

**S**UNDRY steep places on the earth's crust are made accessible to tourists by means of cog-wheel railways. The geared car-wheels fit exactly into the slots of the rails, and so the train is able to get up a grade otherwise impossible.

Because Rotary's emblem is a cogged wheel it is not inappropriate to refer to the structure through which Rotary operates as a cog-railway designed to get exploring humanity over some of the barriers to world peace. The *modus operandi* by which Rotary hopes to achieve this distant but desirable objective is set forth in a recent book, "The Meaning of Rotary," by a Rotarian who has been prominently connected with the movement for several years.

In his preface the author explains that his review of the Six Objects and of various incidents in Rotary history began in an effort to supply authentic material for speakers. The material collected became a book because of the need to tell the general public just what Rotary stood for and how it happened to exist at all. This task is performed with competence and modesty. But the author has not—and for reasons I shall presently offer—he cannot, wholly explain the appeal which has induced people of some forty-three nations to organize a total of about 2,600 Rotary clubs in the past 22 years.

Stripped of all its formulae, Rotary seems to me to be simply the attempt of the rather decent people of various countries to make the world a bit better for themselves and all others. The whole mystery of Rotary is that it is idealistic, and ideals if followed to the extreme are not necessarily economic. Gradually, however, we learn from life that there is no such thing as one great good—but rather a multitude of goods—any of which may be the best under certain circumstances. Consequently the average man may recognize an ideal but refuse to pursue it to the point of self-immolation—and so Rotarians come like all men to the eternal compromise. But it is obvious that even a compromise between ideals and necessities is an improve-

ment on jungle law—and does not necessarily prohibit further improvement.

This is approximately what one learns from a study of the development of Rotary and from trying to follow the tendencies of its Six Objects. These Objects and their ramifications are too familiar to most of the readers of *THE ROTARIAN* to need repetition—but for their amplification and clarification a study of this book is worth while.

**I**N this explanation of Rotary we find a frank admission of conflict between logic and practice. To the author the average Rotarian seems to be simply a decent individual who wants industrial peace, international peace, general prosperity, and is not afraid to roll up his sleeves and work for his faith. Can the world be saved by good works? Perhaps not—but since the experiment has never been tried on a universal scale the Rotarian proposes to see what will happen. At least, he argues, it is a more promising solution than a resort to arms.

Before his first enthusiasm is spent he has probably discovered that understanding of the problem comes before the answer. Hence he is thrown back on study as the ultimate short-cut to getting things done. Here his Rotary becomes an educational as well as an idealistic influence. Quite obviously he cannot learn all about everything in one life-time, and again he must compromise. But again it is a useful compromise.

Similarly he will be forced into compromises with every one of his Six Objects. But the whole trend of these compromises will be to make him more tolerant, more intelligent, more intelligible. He will perhaps come to suspect that no party, nationality, or creed has a monopoly of the virtues—but he will be alive to the best aspects of each.

Rotary has its possibilities. It is only limited by its human material. But in estimating it are we to take the design or the factory samples—or both?

Because the author has had the wisdom to see these inevitable compromises—and the courage to admit that they are inevitable—he has done Rotary splendid service.

### *A Business Man Looks at Rotary*

*Rotary—A Business Man's Interpretation*—By Frank H. Lamb; 189 pages. Published by the Rotary Club of Hoquiam, Washington.

In "Rotary: A Business Man's Interpretation" we have some suggestions as to what place that and similar organizations have in the social structure. Frank H. Lamb, the author is a manufacturer of machinery who has been a Rotarian since 1920 and has held local, district, and international offices successively. Consequently his views, which are reinforced by much quotation from other prominent Rotarians, give a fairly accurate idea of how the organization is regarded by its members.

Although the author confesses to having a "sometimes too critical mind" and deplores the tendency to over-enthusiasm he ends with prophecies which were, perhaps, better left to the reader. This same enthusiasm is also evident in the preface by Paul P. Harris, President Emeritus, who speaks of the "rare combination of business and literary ability" possessed by the author. While I found every page of interest, to me the book is more remarkable for its accuracy than for its style. It is not entirely clear whether the volume is primarily intended for Rotarians or for the general public—but if the latter is true a somewhat less didactic style would seem advantageous.

Apart from such matters what does the author say? As he expounds the aims of Rotary, that organization would make business and professional men more efficient and more altruistic. This process is to be accomplished by the radiation of information and inspiration beginning at the regular club meetings where the individual acquires ideas which he tries out on his trade association and his community. Apparently Rotary's view of the world is primarily an economic view, but on the economic engine Rotary would place the Golden Rule as a sort of governor so that the engine will not shake itself to pieces. Thus we are to secure international prosperity and to avoid international conflict.

It will be argued that the Golden Rule has nothing in common with economics—even supposing that the economic approach is as significant as Rotarians believe. It will be said that

a wholesale practice of the Golden Rule would eventually reduce all humanity to the status of mendicant clergy. Even the Rotarian pronouncement that "profits are entirely ethical provided all parties to the transaction are benefited thereby" does not entirely remove the risk of a *reductio ad absurdum*. The pronouncement that if we achieve world-wide industry and prosperity we shall thereby be able to live in peace and happiness is not entirely satisfactory. Even with all working conditions made satisfactory there is a hint of the perpetual motion theory in this argument which will stand investigation.

The author frankly admits that Rotarians did not invent the Golden Rule, but claims that they did introduce it into business life to a much greater degree than had been done in previous centuries. This, too, is a claim which does not seem entirely tenable since our receptivity in such things is more or less ruled by several concurrent influences—an important one of which, it is true, may have been Rotary. But the church is another.

Of course it can be shown by much tangible evidence that Rotary has done a great deal of good. Intangibilities cannot be proved as the author admits. Consequently it would seem wise to mention them as little as possible. Apparently human progress depends on a sort of intelligent selfishness. We are much too apt to stress the latter half of the formula—and all Rotary or any other social agency can do is to emphasize the former. While it is true that altruism and economics provide more scope for the exercise of intelligence,

it is equally true that they do not create intelligence. Where the Rotarian thesis needs clarification can be shown very simply by taking the matter of schools. We can desire that our young people should be educated, we can furnish them with magnificent school equipment—but how can we make them think? Immediately we are confronted with biological and other factors which the Rotarian doctrines have not dealt with to any appreciable extent.

Perhaps in a future volume Rotarian Lamb will tell us that the claims for his organization have been still further limited, that what was once proclaimed a solution is now considered a helpful method—which it really is—a tremendously helpful method.

### The Los Angeles Rotary Survey

*The City Boy and His Problems*—A survey of boy life in Los Angeles directed and written by Emery S. Bogardus; 148 pages. Published by the Rotary Club of Los Angeles.

"The City Boy and His Problems" is the report of a boy-life survey made at Los Angeles by a special committee headed by Emery S. Bogardus, Social Research Director of the University of Southern California. The study, financed by the Rotary Club of Los Angeles, brought out some interesting facts. Many of these revelations have been reduced to charts—but more of them are found in the testimony of various social workers and of the boys themselves. Most of the book is devoted to such excerpts—and the effectiveness of this method leads one to wonder if it would not be possible to

secure a volume of such testimony in every city and then make a rough classification of the information. Of course this method would require the services of several people who have the gift of talking to boys without creating embarrassment.

While it is hard to generalize about such studies, the Los Angeles survey is one more illustration of the continual risk to communities when young people are separated from the environment best suited to their age. To a large extent the boy does not represent his contemporary civilization at all—he is atavistic. Such things as trees, ponds, pet animals are very essential to his self-development. In Los Angeles as elsewhere the city population has permitted boys to be deprived of these things—and have later found it necessary to provide substitutes. Labor-saving devices in the home have relieved the strain on the parents—and perhaps have put a portion of it on the child. Here, too, as in other cities, there seems to be overcrowding in some schools with consequent strain on teachers, parents, and pupils alike. Probably the least pleasing aspect of boy life, as shown here, is the temptations surrounding the boy who follows a street trade, selling newspapers, etc. Some of the testimony by social workers or city employees would indicate that there is a need for better-trained people in these positions.

All in all the survey can be studied with profit by parents, by boys work committees everywhere, as well as by the specialist who must ultimately be consulted when remedies are sought.

## World Conference on International Justice

TO the end that the greatest number of persons may be brought to right thinking on some of the vital problems that come within the field of peace activity, the American Peace Society has arranged to celebrate the 100th anniversary of its founding with a "World Conference on International Justice," to be held in Cleveland, Ohio, during the week of May 7, 1928, which will be attended by statesmen from many countries.

Among the prominent personages who have manifested a cordial interest in the "World Conference," and who it is hoped will be present, are:

President Coolidge, Honorary Chairman of the Society's Centennial Celebration Committee.

Aristide Briand, French Minister of Foreign Affairs.

Sir Austen Chamberlain, British Minister of Foreign Affairs.

Dr. Gustav Stresemann, German Minister of Foreign Affairs.

Alberto Pirelli, of Italy, President International Chamber of Commerce.

Others who have definitely accepted invitations to participate are:

Dr. Paul M. Milykoff, Formerly Russian Minister of Foreign Affairs.

Dr. Fridtjof Nansen, Formerly Norwegian Minister to the Court of St. James.

Ignace Jan Paderewski, Formerly Premier of Poland.

Ignatz Seipel, Chancellor of Austria.

Nicholas Titulesco, Roumanian Minister of Foreign Affairs.

Many ambassadors and ministers from various lands have indicated interest in the possibilities of this important gathering. Among some of the more important representatives who have accepted invitations to attend are: Sir Esme Howard, British Ambassador to the United States.

Count Paul Claudel, French Ambassador to the United States.

Baron Giacomo De Martino, Italian Ambassador to the United States.

The Society cordially invites Rotarians of all countries to attend this conference. Further information concerning the conference may be obtained by writing The American Peace Society, Colorado Building, Washington, D. C.

# Unusual Stories of Unusual Men

*Teddy Logus—he made a real job for the sergeant-at-arms*

By Edwin Funk

SIDNEY HATCH of Chicago won the marathon race in St. Louis in 1905, but some of us who saw the finish at the old Fair Grounds that fall day were more interested in the showing made by several Greek lads who ran in their street clothing, affording a sharp contrast with the scanty garb of the professional runners. These Greek boys had no assistance during the long, hot grind, but doggedly stuck it out and a number of them were well up among the leaders.

When the evening papers gave a list of winners, the name fifth down the list was that of Theodore Logothetis. Soon forgotten, the name and the incident slipped from memory. It was not until the fall of 1913, when a couple of young Greeks—Teddy Logus and Tom Mulos—came to Rogers, Arkansas, to open a candy kitchen, that there came a tie-up with the 1905 marathon race. Logothetis had been shortened to "Logus" for the sake of convenience both in spelling and pronouncing.

It was not long before Teddy was found to be going after business with the same determination formerly exercised in long-distance running. He told me he was a native of the Island of Cythera; that he left Greece in 1904 at the age of twenty, coming to St. Louis to learn candy-making under the oversight of an uncle. Before locating in Rogers he had worked in Jefferson City and Neosho, Missouri.

When the Rogers Rotary Club was organized in January, 1917, Teddy was one of the charter members. There are few Greeks in the Rotary clubs of the Southwestern section of the U. S., but Teddy had made a worth-while place for himself in the community and was counted a worthy representative for his classification. During the years that followed, and especially during the trying war days, Teddy again and again proved himself an outstanding, patriotic citizen. Then for several summers he had the concessions at a nearby summer resort, and he numbers among his warm friends prominent Rotarians from every state in the Southwest, for he has truly placed "service above self" not only in his private life but in every business transaction. Today, his classification is that of an ice-cream manufacturer, although still in the candy business.

As a member of the attendance com-

mittee, Teddy was a thorn in the flesh for every member who had a tendency to forget the importance of the weekly meeting. And then three years ago last spring, the Rogers club made Teddy sergeant-at-arms, and it was his three-years' service in that capacity that has prompted this story.

According to the constitution, the duties of the sergeant-at-arms "shall be such as are usually prescribed for his office." Definite, isn't it? Anything; everything; nothing. Just what you want to make it. And hitherto in the Rogers club, as elsewhere, the job had been considered a sort of necessary evil—a sort of township-constable position. Someone to collect fines; to make collections for meals at the door if necessary; Santa Claus at the Christmas tree; an inner guardian to answer telephone calls; a buffer or soft-pedal between the club and outside interests during sessions.

Under Teddy's régime, the sergeant-at-arms became one of the most important officers of the Rogers club. Our meals are now paid for a month in advance to this officer (they are served by club women in their own hall). If the sergeant-at-arms be notified 24 hours in advance of a meeting that a member will be absent, that member gets credit for the cost of his luncheon. Or, if more convenient, members may notify the secretary, who passes the word on to the sergeant-at-arms. Members expecting to bring guests likewise notify him, and he in turn each week notifies the ladies of the number they may prepare to serve.

Occupying a table by the door, the sergeant-at-arms gets the names of visiting Rotarians—and their money; he gets the names of guests—and the money for them; and as he checks the absentees, he prepares a list for the secretary and the chairman of the attend-



A young Greek, Teddy Logus, entered a Marathon race in St. Louis in 1905 and finished fifth in the spectacular event which was won by the famed Sidney Hatch of Chicago. In 1917 Teddy Logus became a charter member of the Rogers (Arkansas) Rotary Club and seven years later was appointed sergeant-at-arms—hence, this story

ance committee. He sees that members wear their name buttons for he checks from the rack on the wall at his side.

From the members who fail to notify him of their intended absence, the sergeant-at-arms usually secures enough funds to pay the young lady who presides at the piano and who always dines with us. He also settles the account with the club women for the lunch each Tuesday.

THESE ideas did not all work out in a month or year, but Teddy kept making suggestions—and the club kept accepting them—until he turned a real job over to his successor several months ago. But it works just as well with the new sergeant-at-arms, and we know Teddy builded well.

It has lightened the work of the secretary and allows him to give his time to other club matters preliminary to the lunch; it has kept the club finances and the luncheon finances entirely separate; has done away with the rollcall; has tightened up the attendance; has made an important office out of a job

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### February Is the Month

THE list of new clubs appearing elsewhere in this issue indicates the possibilities for a great many more clubs in the United States, and the Extension Committee of Rotary International, with the approval of the Board of Directors, has set aside the month of February for special activities in the extending of Rotary in the United States. The Committee, through Member Paul H. King, is addressing each District Governor in the United States calling his attention and asking his hearty cooperation in making the month of February the banner month for the organizing of clubs. The Governor will look to the clubs, and the club to the individual, for assistance in reaching the goal. Each Rotarian in every Rotary club in the United States should give thought to various cities and towns where Rotary does not now exist. If you as a Rotarian know of a community where a successful Rotary club might be formed, you can help to make February an outstanding month in extension by communicating this information to your club president.

### Boys Work and Rotary

APPARENTLY there is some opposition to boys work in Rotary, but taking the clubs as a whole, and especially the clubs in North America, it can be safely asserted that there is very little opposition to boys work. Upon closer analysis it undoubtedly will be found that even what is considered opposition to boys work is merely opposition to some method, or methods, of undertaking to do boys work. Opposition to an ineffective method is not necessarily opposition to the object sought to be attained.

Many organizations were recently represented in a great North American boys work conference at Chicago. In that gathering of several hundred men there were more Rotarians than members of any other single organization. Practically all those present, of whatever organization, were men who have had and are having personal experience in work intended to help boys be better men than they would otherwise, and their enthusiasm for continuing in the work does not lessen as they proceed with it; neither does that of any Rotary club which develops a sensible and practicable plan for helping boys in a community.

Many Rotary clubs engage in many varieties of community service work, but boys work remains the outstanding community service work of the majority of the clubs. In fact, the spirit of service to or for boys is so prevalent in Rotary that any club that doesn't have some interest in something which may be considered boys work must have a mighty good explanation to justify itself in the thoughts of fellow-Rotarians.

### Hail and Farewell in Europe

ROTARY INTERNATIONAL maintains a staff organization in Europe to help the Rotary clubs there grow and develop, and become a more powerful force for understanding, good-will and concord in that area. Changes in the staff are taking place.

Special Commissioner Fred Warren Teele has resigned. Faithfully and well has he served the cause during the past five years. He resigned as general manager of the Electric Light, Power and Tramway System of Mexico City and as president of the Rotary Club of Mexico City in order to help Rotary extend, first in Mexico, and then on the continent of Europe. Now, his business interests in Trinidad and elsewhere and his desire to live again in his country have caused him to relinquish his work in Europe, where he has not only helped to bring into existence scores of clubs, but has made and attached to himself forever hundreds of warm, personal friends.

Assistant Secretary Elvina R. Kidde has also resigned to return to America. For the past several years she has given us splendid service at the branch Secretariat in Zurich. She, too, has made a host of friends among the Rotarians of Europe.

Rotarian T. C. Thomsen, of Aarhus, Denmark, past president of the Rotary Club of Copenhagen, and past director of Rotary International, the man whose address at the Ostend Convention received such an ovation, formerly managing director of Titan, Ltd., and now managing director of the Aarhus Oliefabrik Corporation, from which position he is resigning, has been appointed by the Board of Directors of Rotary International as Special Commissioner of Rotary International with assignment to the continent of Europe. He will enter upon the duties of his new Rotary position on the first of January, but he has shared honors with Fred Teele at a recent meeting of all the district governors on the continent of Europe, held at Paris, to say "farewell" to Rotarian Teele and "welcome" to Rotarian Thomsen.

Assistant Secretary Russell Williams has been transferred from the secretariat at Chicago to the branch secretariat at Zurich to assist Special Commissioner Thomsen for such time as may be necessary. Rotarian Williams (who is an active member of the Chicago Rotary Club) has been a member of the staff at Chicago for six years and has become familiar with all phases of Rotary work. During the World War he was a Lieutenant in the 108th Engineers, A. E. F.

Rotarian Thomsen speaks four or five languages and Rotarian Williams is somewhat of a linguist. Rotary has made an enviable record for itself on the continent of Europe during the past five years, but with the assistance of these able Rotarians even greater success may be anticipated during the coming year.



## A Suggested Program

NOTE—The Business Methods Committee of the Rotary Club of Wilmington, Delaware, recently made a survey among employees in order to ascertain their viewpoint as to those things which, in their belief, the employer should provide. The results were summarized and presented to the club for discussion. The report is being printed as a program suggestion for other Rotary clubs.—THE EDITORS.

IN approaching the question of "The Relationship Between the Employer and the Employee," your committee felt that they should have as a basis on which to start the work—the things that the employee feels that the employer should provide. In other words, we felt that we should get the employees' viewpoint. We, therefore, made a survey of representative employees, not executives, in manufacturing plants, retail establishments, and professional offices. The following is a consensus of what employees believe they want:

1. Permanency of employment.
2. At least market wages for the particular line of work in which they are engaged.
3. A good, reasonable foreman.
4. Good working conditions; that is, adequate light, drinking water, and proper sanitation.
5. Proper toilet facilities, washing facilities, and place to change clothes.
6. A fair deal with a reasonable voice in the settling of their own conditions.
7. An opportunity for advancement.
8. Recognition of exceptionally well-performed work and reasonable additional compensation for it.
9. An employer in whom they can have confidence.
10. Safety appliances.
11. Personal injuries received while at work to receive immediate and efficient treatment.
12. Lunch-room.
13. Purchase of commodities by employer for employees.
14. Auto service (demand for parking space and sheds to keep cars of employees).
15. Vacation with pay, after continuous service for a reasonable length of time.

In explanation your committee must admit that they got clearer statements

**"TALKING it over"** across the conference table has solved many individual and group problems, corrected many thoughtless practices. This department of your magazine is intended to do the same things. It will succeed to the extent that both club officials and individual members enter into frank discussion. Contributions to these columns will be welcomed.—The Editors.

from the manufacturing plants than they did from the other two groups, due probably to the fact that manufacturers, as a class, are paying more attention to the relationship; but, nevertheless, we believe that the question is just as vital to the other two groups as to the manufacturing group.

In answer to these desires on the part of employees, if you will analyze them, you will find many points where the demands of the employees, and the best interests of the employers, coincide. There are, however, economical questions involved which may raise a difference of opinion. If these differences are not settled, they will lead to misunderstandings and ill-will.

Employees ask for permanency of employment. This is a reasonable request, and one in which the interest of the employer is identical with the employee, as permanency of employment, continuity of business, and adequacy of business go hand in hand.

Market wages is a reasonable request and, here, again, the employer is interested in paying market wages, because when it is necessary for employees to work for less than market wages, it is invariably the sign that business generally is poor, and the employer is suffering with the employees. We believe that the lower the wage, the less the purchasing power of the public generally, which, of course, in turn means smaller volume of business with less profit or no profit to the employer.

We believe we can pass, without argument, that it is only fair that the employee should have a reasonable

foreman or department head, a fair deal with an opportunity to state their side of the question, good working conditions and an opportunity for advancement.

It also seems fair, and also to the best interest of the employer, to have proper and adequate safety appliances for the protection of those who work for him and just every day humanitarian sympathy would dictate that in case of injury the employee is entitled to receive efficient medical treatment. This disposes of the first eleven suggestions.

The last four:

12. Lunch-room.
13. Purchase of commodities by employer for employee.
14. Auto service (demand for parking space and sheds to keep cars of employees).
15. Vacation with pay, after continuous service for a reasonable length of time—

some of which may be desirable, but we feel that the employee should be made to understand that these requests are all matters which cost money and, consequently, increase the cost of goods manufactured, or sold, or the services of a professional man.

IT is impossible to discuss all the questions in detail at this meeting. We are, therefore, picking out one of the points which is highly controversial, and one on which we believe employers and employees are not thinking sanely, and one which is becoming a national abuse. We refer to the request that employers purchase commodities for their employees. We believe that it is not only right, but highly desirable, to present it in its true aspect in the hope that we may start a development of thought which will crystallize in the minds of both employers and employees the desirability of abandoning this practice which has reached rather large proportions in Wilmington. By way of explanation, employees feel that the employer has facilities to make purchases of commodities as well as luxuries used in the maintenance of the family at lower prices than the individual can obtain them, and they feel that these facilities should be placed at the employees disposal.

Stripped of all glamor, certain em-

ployers, because of their financial stability and buying power in other directions, demand from the retailers in the cities in which they are located, a discount on all purchases from the retailers, whether the goods which they buy are used by the employer in the regular course of his business or not. Some retailers, in fear of incurring the displeasure of the employer or, in fear of losing his legitimate business, have allowed themselves to be held up for this discount. Other retailers have deliberately solicited the business, offering a discount, thereby thinking that they were increasing their business, and were taking business away from their competitors. The result of the practice has been that employees are becoming more and more distrustful of the merchants, feeling that they are being gouged by these merchants on everything which they have for sale.

It is also costing the employer time and money, for making these purchases for which they, in turn, are not charging the employees. Consequently, they are increasing the cost of goods which they have for sale. Some of the retail merchants resent being held up with a stuffed club and they, in turn, accuse the employer of making purchases for the employee, and using it as an argument to keep from paying market wage. In other words, they say that the employer is grafting from the merchant to help pay his employee wage. Employees are not now contented with making their own purchases through the company for which they work, but are having the company perform this same service for friends of the employees. This practice also increases the price of all the goods which a merchant has for sale. By that we mean that the merchant, because of this discount business, must put a higher price on his goods in the first place, in order to receive in the end a fair return on his whole volume of business. It also causes the merchant to really discriminate in price between his customers. A business practice which is supposed to have long ago gone out of practice. Without continuing the argument further against this practice, we want to say that we believe it is one which is giving employees an erroneous impression and is causing ill-will between the employees and the merchants, is causing ill-will between the merchants and the manufacturers who are making these purchases for their employees and is, therefore, hurting business generally and getting employees into the habit of distrusting business men generally, which means their own employer. The whole thing started because neither the employer nor the employee thought through the first transaction and it has

grown like all the other thoughtless, unfair things which we do in business.

Have you this problem in your business? If so, what are you doing about it?

Have you ever thought of it in the light in which we here present it?

And have you ever tried to make your employees see it in this light?

This question is now open for discussion.

## A New Kind of Trade Trip

A FEW years ago the boosters from the city frankly called their automobile pilgrimage a "trade trip."

When it became too evident that this advertised the fact that they were out after something, the name was changed to "the fellowship tour."

But it was the same trip, made by the same "trippers." The leaders have often boasted as to the number of towns visited, the number of automobiles in the parade, the number of miles travelled, the number of pieces of advertising distributed, and the crowds of people addressed by the speakers where meetings were held.

There has been no way to actually check up the volume of trade (if any) flowing in after the "trippers" have returned.

This latter would be the real test of the value of such a project. Whether you frankly call it a trade trip, or prefer to name it a fellowship tour—since money and time are expended upon the enterprise it should bring returns adequate to justify the investment.

It is to be doubted whether the average project of this kind really has the desired effect. In the opinion of the writer, practically no farmer customers or small-town customers are attracted to the city in terms of trade, by such a processional through the countryside. There is at least one case on record in the middle west (U. S.) where such a tour of trippers was impeded in its progress by numerous punctures from tacks which had been placed in the highway by persons who resented this encroachment upon their own "trade territory."

Jealousy functions not only in the artistic and professional world, but in the trade world as well. Flaunted prosperity of the business men from the county-seat city or larger metropolis, does not beget a kindly feeling on the part of the merchant in the village or the farmer who feels himself unjustly dealt with.

Of course the man who makes the showing of prosperity may very well

argue that such sentiments are unworthy of his serious consideration and declare that he is entirely justified in pushing the limits of his own trade territory as far away as possible. This may all be admitted. But, to quote from Dr. Thomas Nixon Carver, economist of Harvard University, "You don't get your chickens to come home by throwing stones at them." If there is a less-offensive way of advancing trade through contacts with the people in the outlying area, that would be the way which would commend itself to the far-sighted "go-getter."

Every city, small or great, has a trade territory close at hand which is only partly served from that city center. This trade territory is populated by the farm folks. Formerly the near-by city or town was sure of their trade, because of convenience of access. But the time has come when the farmer does not need to trade in his town if he does not want to. He may buy from the mail-order house, Uncle Sam kindly acting as his messenger boy, banker, and delivery man. Here again, the retail merchant may not like this way the farmer has of doing business through the post-office department, but stone-throwing will not entice the rural purchaser away from the habit. Bulk-buying, cooperatively, is another method by which the farm group may deprive the town merchant of profits which otherwise would have come to him. Good roads and the farm autos also allow the farm customers a choice of towns in which they may trade. This all means that we have come upon the time when the town merchant must go out after the rural trade, and practice real salesmanship in order to hold it and develop it.

There is a maudlin sentiment that opposes the use of high idealism in securing trade. Friendship, common interests, fellowship in civic action—if these are engaged in as a means of improving trade, the cynic is heard to say, "He does it only for the sake of business."

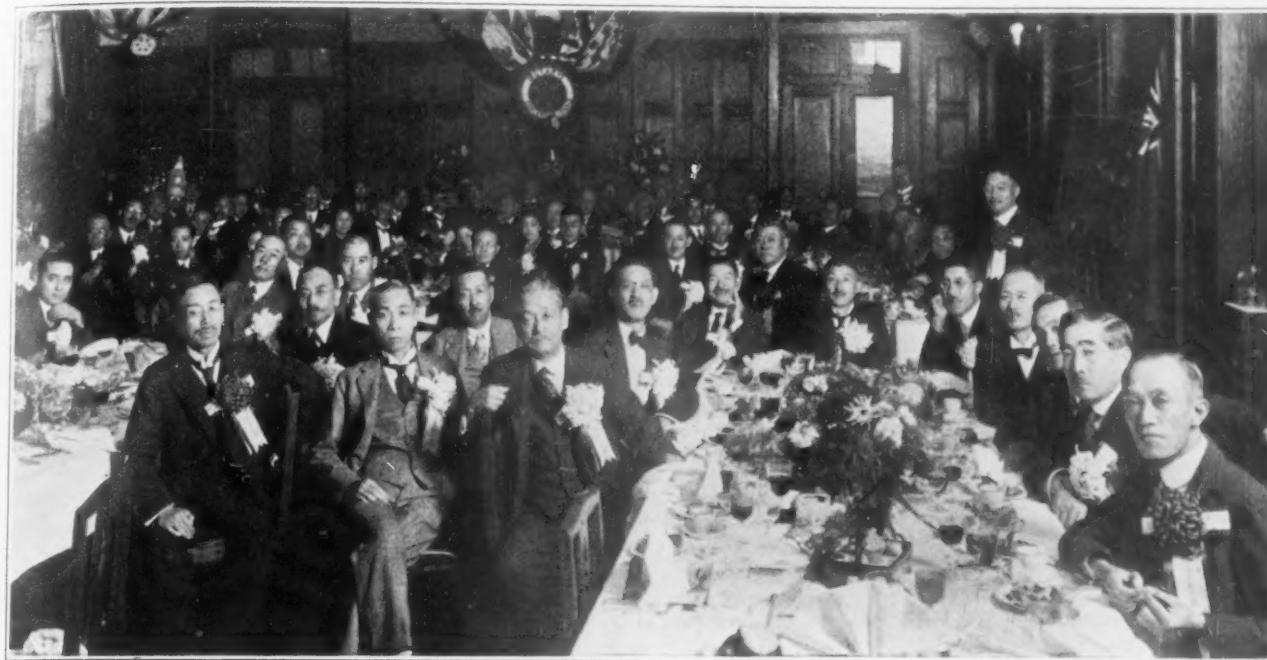
This only proves that the cynic has not kept abreast of the times, and has failed to discover that big word (much over used, I'll admit) in modern trade relations,—service. When the significance of that word is once even partially realized, then one understands how the expression of idealistic sentiments and relationships may properly enhance trade, become genuine in terms of profits, and react again to create still better means of serving.

One of the greatest influences among farm people, is that of "neighborliness." Whatever may be said of the disappearance of this neighborhood sentiment and practice from the large city

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# ROTARY CLUB ACTIVITIES

*"I'll put a girdle round about the earth in forty minutes." — Midsummer Night's Dream.*



The inauguration banquet of the Yokohama Rotary Club, part of a two-day celebration which was attended by one hundred and sixty-four Rotarians from the other five Rotary Clubs in Japan. Tribute was paid to Rotarian Takashi Isaka of the Rotary Club of Tokyo for his assistance in the organization of the new club. A Rotary gong bearing the names of the twenty-one charter members was unveiled, and on the mallet was engraved the name of Rotarian Isaka.

#### **Business Methods Committee Engages in Research**

JOHANNESBURG, SOUTH AFRICA.—Ethical and unethical business as it is conducted in South Africa is a study to which the Business Methods Committee of the Johannesburg Club is devoting itself. When the work is finished a list of current practices will be submitted to the Rotary Club for discussion and debate. Later the group will compare its findings with the Business Methods Committees of the other South African clubs.

#### **Judge's Talk Enlists Aid of Rotary Club**

TROY, NEW YORK.—This city is in Westchester County which is said to have one of the oldest children's courts in New York State and one of the most scientifically conducted courts in the United States. Recently its judge, in an address before a joint meeting of Rotarians, Lions, and Kiwanians so impressed his audience, that the Boys Work Committee of the Troy Club has

decided to cooperate whole-heartedly with the County Children's Court in an effort to assist in a worthy work.

#### **Forty Acres for New Air Port**

DANBURY, CONNECTICUT.—Tucker Airport is to be the name of a forty-acre tract which the town of Danbury has purchased for this purpose. The purchase was made possible for the community through the cooperation of the members of the Danbury Club.

#### **Boys Work Committee Provides Skating-Rinks**

MEDICINE HAT, ALBERTA.—This winter in Medicine Hat there will be some very fine skating. Local Rotarians are providing for several outdoor-skating rinks, toboggans, and other equipment for winter fun. Always interested in boys work, they have organized five scout troops, and have donated a summer camp with provision for the teaching of woodcraft, swimming, first aid, etc.

#### **Loan Fund Committee Stages Program**

NEW HAVEN, CONNECTICUT.—The "Do Good Chest" established by the New Haven Rotary Club several years ago is a clearing-house for funds for the various activities of the club. Seventy-five per cent of the contributions now go to Boys Work with adequate provision for student loans. At a meeting devoted to the work of this committee, a member explained that more than \$8,000 had been loaned to worthy students. As a special feature of the committee's program several of the men who had been aided and who now were practicing medicine spoke and gave some of their experiences in working their way through college.

#### **5,000 Francs Raised for Blind Institute**

ANTWERP, BELGIUM.—In July the Rotary Club of Antwerp observed its first anniversary. Its Community Service Committee, newly born, is just taking its first steps. Evidence of the suc-



This is one of the four "Friendly Fargo" signs known to tourists and travellers in North Dakota. The traveller enters Fargo on one of four main highways and at each entrance to the city limits, the Service clubs of Fargo have erected one of these signs not only as a welcome to fellow-members but also as a friendly welcome to all who either visit or who pass through Fargo en route to scenic spots in the great Northwest country.

cess of its first efforts is the fact that 5,000 francs were recently donated to an Institute for the Blind.

#### *Day Nurseries for Infants of Working Mothers*

VALPARAISO, CHILE.—Where there is no provision for the children of working mothers, and babies must be left to haphazard care, infant mortality is sure to be rather high. The Rotary Club of Valparaiso, realizing this, has been tireless in its efforts to bring about a law which will make compulsory the establishment of day nurseries in factories and other provision for infant welfare institutions in the industrial centers of the city.

#### *Mexico and Texas Hold Joint Meet*

LAREDO, TEXAS.—A short time ago the Rotary Club of Laredo held its first inter-city meeting with a Mexican Rotary Club. To the meeting was invited also the Rotary Club of Hebbronville, Texas. Previous to the meeting there was a reception at which the president of the Laredo Club was host. Former District Governor Marcelino Garza addressed the meeting. Each club, presided over by its own president, gave a half-hour demonstration program.

#### *Football Teams Attend Rotary Luncheon*

AURORA, ILLINOIS.—The East Aurora High School is on one side of the Fox River; the West Aurora High School is on the other side. At one time a football contest between the two schools

might seriously have strained even the business and social relations of the factions on each side of the river. At the Rotary luncheon which the two teams attended, however, there was manifested only a spirit of cordiality and friendliness. Business men of the east and west sides, coaches, and school officials were also present as guests of the Aurora Club.

#### *Toy-Makers Donate Gifts Through Rotary Clubs*

MONTPELIER, VERMONT.—Christmas time did not leave the children in the severe flood-stricken areas of Vermont and other parts of eastern United States without their usual toys. At a convention of toy manufacturers held in New York sometime before the holidays it was decided to supply all children in such areas with toys. Distribution was made through the Rotary clubs located in these districts.

#### *Study Occupation of Fellow-Rotarians*

BUDAPEST, HUNGARY.—Members of the Budapest Club are learning first-hand about the occupations of the various club members. One week they may plan to visit a factory, the next week a store, and another week the studio of a Rotarian artist.

#### *"Sympathique" Atmosphere Marks Franco-Belgian Fete*

LILLE, FRANCE.—In the Rotary Club of Lille there was great preparation; the plans included an excellent dinner, appropriate decorations, and suitable

entertainment for some 160 guests—Rotarians and their wives from all of the Rotary Clubs of France with a considerable representation from the eight Belgian clubs. There was a colorful ball at which an appeal for funds for destitute mothers and children resulted in the contribution of something like 5,000 francs. The next day there was much sight-seeing, and a visit to the theater, followed by another dinner at which the activi-

ties of the various clubs were discussed. Among the guests were the presidents of the Paris and Lyons Clubs, District Governor Edouard Willems (Belgium) and District Governor Etienne Fougère (France).

#### *Farmers Hear About Corn Borer*

WINCHESTER, INDIANA.—A representative group of farmers joined Winchester Rotarians at luncheon. Dr. Frank Wallace, state entomologist, talked to those present about some of the threatening aspects of the cornborer situation. Shawnee, Oklahoma, Rotarians, also had as their guests recently 250 farmer friends and members of the local Lions Club.

#### *Two Clinics Held; Forty Children Aided*

YARMOUTH, NOVA SCOTIA.—When "Clinic" day comes round Yarmouth Rotarians close up shop or turn the helm over to someone else and drive sometimes as far as a hundred and twenty-five miles to bring physically handicapped children to the hospital for treatment. Two clinics have been held this last year. More than forty crippled children have been helped. The cost of physical appliances and all hospital expenses are borne by the Yarmouth club.

#### *Japanese Publication Aids Rotary's Sixth Object*

GLENDALE, ARIZONA.—Not long ago the Rotary Clubs of Japan published an attractive book on the historical, economic, and social aspects of the country, which was sent to Rotary clubs

all over the world. Glendale Rotarians, living in a territory with little opportunity for international contact but not for opportunities to promote the Study Object, devoted an entire meeting to a résumé of the book and the inspiration it offered. Guests at this meeting included Japanese from Glendale and nearby cities.

#### Nashville Entertains Rotarian Co-Eds

NASHVILLE, TENNESSEE.—It was a very special luncheon; at every alternate place there was a big box of candy and a frivolous souvenir. The Nashville Rotary Club was entertaining a hundred women students from Ward-Belmont, Peabody, Scarritt, and Vanderbilt, all daughters of Rotarians. A singing contest between the various schools was a feature of the meeting. A pseudo-Dr. Emeritus advocated various educational reforms, even recommending that all monitors be equipped with bells and that all fire drills be abandoned.

#### Sixth Japanese Club Is Installed

YOKOHAMA, JAPAN.—"A most wonderful night." Yokohama Rotarians, in four words, thus unanimously proclaimed the charter meeting of their newly inaugurated Rotary club. One hundred and sixty-four delegates from Tokyo, Nagoya, Kyoto, Osaka, and Kobe took part in the installation ceremony. For two days guests and their wives enjoyed a round of visits to museums, to the important stores, and a number of teas and banquets. (See also page 29.)

#### Fete Former Officials; Hold District Governors' Night

BOUND BROOK, NEW JERSEY.—Two hundred Rotarians, including all the past district governors living, from more than forty cities in the thirty-sixth district, assembled in Bound Brook to say good-bye to a former District Governor, Rev. Peter K. Emmons, on the eve of his leaving his pastorate in Trenton to accept a charge in Scranton, Pennsylvania. Brief talks by all of the former governors, Fred Van Amburgh, Thomas C. Sheehan, Rev. Charles Lee Reynolds, J. Lyle Kinmonth, Charles S. Merton, William C. Cope, the Rev. Peter K. Emmons, and James G. Orr formed a large part of the program.

#### Stock-Show Winners Are Guests of Honor

RED DEER, ALBERTA.—At the Royal Stock Show in Toronto in the late fall, J. J. Richards and his sons of Red Deer were

outstanding in the number of prizes awarded their cattle. Feeling that these achievements were worthy of more than passing notice, the Rotary Club of Red Deer invited these stock men to a special meeting in their honor. Club members spoke of the fame such a showing brought to a district and of the infinite care and patience necessary for the raising of blooded stock. Mr. Richards in turn gave part of the history of the prize-winning animals and pointed out some of the interesting problems of the stock-raiser of today.

#### Rotary Meetings on South American Boat

RIO DE JANEIRO, BRAZIL.—At the International Parliamentary Commerce Conference held in Rio de Janeiro this fall, more than a dozen of the delegates representing the 43 countries attending were Rotarians. In honor of these delegates Rio de Janeiro Rotarians gave a special luncheon. A silk Bolivian flag was presented to the host club by Dr. Casto Rojas, president of the Rotary Club of La Paz. There were addresses by Spanish, Portuguese, English and Japanese delegates, and one by Dr. Louis Favre, Governor of the Fifty-fourth District, who represented the Swiss delegation to the conference. On the return trip from Brazil the "Rotary Club of Alcantara" was formed on board the steamer bearing that name. The Republics of San Salvador, Bolivia, Argentina, and quite a number of Euro-

pean countries were represented. Every Wednesday a Rotary luncheon was held, at which Governor Favre acted as president.

#### Travel 4,800 Miles; May Win Shield

IOWA CITY, IOWA.—In the eleventh district which comprises most of the state of Iowa there is a travelling Rotary shield which will eventually become the permanent property of the club that has travelled the longest distance to present it to another city. The mileage is based on the actual miles travelled multiplied by the number of Rotarians accompanying the shield. The Iowa City Club, which sent a large delegation to Davenport recently to make the presentation, was given credit for more than 4,800 miles.

#### Rotary Messages Via Radio

DALLAS, TEXAS.—An amateur radio expert who is a member of the Dallas Rotary Club has been transmitting messages of good will to various clubs in other countries. On November 17 Rotarian Holmes broadcasted the following:

"Rotary Club of San Jose, Costa Rica, D. A., via Ernesto Alvarado: The Dallas, Texas, Rotary Club sends greetings and best wishes to the Rotary Club of San Jose via amateur wireless. Please acknowledge."

On December 7 the following reply was received here:

"Dallas Texas, Rotary Club: The members of the San Jose, Costa Rica, Rotary Club highly appreciated your message. It was read at the last meeting, and all members return your friendly greetings and good wishes.—Rotary Club of San Jose."

#### Seven Hundred Witness Reproduction of Ostend Convention

ST. LOUIS, MISSOURI.—On a small stage designed to look as much like the Ostend Convention stage as possible there sat a small group of St. Louis Rotarians, each representing one of the principal speakers at the Ostend Convention. Each one was likewise imbued with the desire to give as much as possible of the inspiration of the speakers at that overseas meeting to their seven hundred fellow-members and guests. At a banquet preceding the program there was singing led by Walter Jenkins, song leader. To give the gathering even more the air of a genuine convention, the Wichita Quartette, in attendance at a dozen international meetings, gave part of its Ostend repertoire. Walter Cline (a St. Louis Rotarian) introduced each speaker beginning with Dr. Edouard Moreaux, who gave the address of

#### THIS MONTH'S COVER

"Peeling Potatoes"—By Everett Pieters  
(1856— )

THROUGH the courtesy of the trustees of the Minneapolis Institute of Arts, "The Rotarian" is enabled to publish on its front cover a reproduction of the beautiful painting by the Dutch artist Everett Pieters.

This painting, reminiscent of the early Dutch masters, is of particular interest because of the splendid study of children that is presented. The modeling and coloration of the heads of the three children should be particularly noted, likewise the appearance of solidity of the bodies within the garments, and the suggestion of movement depicted in the hands and arms.

Especial credit also is due to Rotarian Russell Plimpton, director of the Minneapolis Institute of Arts, for his splendid assistance in making this reproduction possible.

Rotarians who attend the International convention at Minneapolis in June will have an opportunity to see one of America's finest art collections, a collection especially representative of American contemporary painting.

welcome. Dr. Florestan Aguilar, Past President Don Adams, Harry Rogers, and William Thompson Elliott were represented also; each actor giving briefly the message of the man whose part he was playing. Then to bring the Convention to a happy climax there was a "president's ball" for the St. Louis Rotarians and their guests from other clubs in the fourteenth district.

### Commemorate 68 Years of Useful Service

ST. JOSEPH, MISSOURI.—Sixty-eight years ago Michael Karl Goetz, father of Rotarian Will Goetz, founded the Goetz Brewing Company, now manufacturers of soft drinks. To commemorate the completion of a new plant and the many years of useful service to the community, friends in various cities presented a bronze tablet. Members of the St. Joseph Rotary Club in a body attended a luncheon at the plant during which the tablet was unveiled.

### French and English Clubs Exchange Greetings

BRIGHTON, ENGLAND.—A temporary telephone had been installed on the luncheon table of Brighton and Hove

Rotarians. In the course of the meeting a member of the club got into communication with M. Berthod, the president of the Rotary Club of Paris. Greetings were exchanged. English Rotarians joined in a toast to the success of French Rotary. President Berthod expressed his thanks.

### A Bit of Christmas Cheer for the Old Folks

TORONTO, ONTARIO.—A tidy little savings account when one is young does not look quite as large when one is seventy and living costs have enormously increased. Just as in other cities, there are many old couples in Toronto who believed they had saved enough money to maintain them in their old age, but who now are almost destitute, and are too proud to go into institutions. For these the Rotary Club of Toronto provided a special Christmas celebration. More than fifty couples attended the dinner and each person was presented with a gift.

### Provision Made for Vocational Instruction

FLORENCE, ITALY.—In order that Italian school children may receive voca-

tional training the Rotary Club of Florence is making plans for an institution which will furnish instruction outside of the regular school hours. Each student will be given special attention and encouragement in that line for which he shows a special liking or aptitude. This same committee is planning to help those students who lack the money to complete their education. Mountain vacations and seaside vacations with special food and care will be provided by the Florence Club next summer for those children who need a rest and cannot be taken care of in charitable institutions.

### Help Avert Fever Epidemic

GUAYAQUIL, ECUADOR.—Several cases of typhoid fever appeared in Guayaquil. Members of the Rotary club sat in council and donated enough money to enable them to telegraph to New York for antitoxin to take care of those who could not afford to pay for vaccination. The Guayaquil Club has also placed seven drinking fountains of the kind used in the United States in the more crowded parts of the city.

## Rotary and Diplomacy

(Continued from page 21)

business wars. Most personal misunderstandings among the people of different nations are business misunderstandings. If all the business practices and principles were on a high plane there would be little cause for the business men of any nation distrusting the business men, and consequently all men, of other nations."

That the members of the diplomatic corps were more than casually interested was apparent by the close attention paid by them to the address of the International president, and the heartiness with which they applauded his references to the mission of Rotary in promoting international peace and good will through a world fellowship.

The members of the diplomatic corps, members of the cabinet, and other official representatives were introduced by Dr. L. S. Rowe, Director General of the Pan-American Union, according to official precedence, beginning with Sir Esme Howard, Great Britain, Dean of the Diplomatic Corps, in the following order:

The Right Honorable Sir Esme Howard, G. C. M. G., K. C. B., C. V. O., Ambassador E. and P., Great Britain.  
Dr. Hernan Velarde, Ambassador E. and P., Peru.  
Mr. Honorio Pueyrredon, Ambassador E. and P., Argentina.  
Mr. Tsuneo Matsudaira, Ambassador E. and P., Japan.

Mr. S. Gurgel do Amaral, Ambassador E. and P., Brazil.  
Senor Don Alejandro Padilla y Bell, Ambassador E. and P., Spain.  
Senor Don Carlos G. Davila, Ambassador E. and P., Chile.  
His Highness Prince Albert de Ligne, Ambassador E. and P., Belgium.  
Dr. J. Varela, Minister of Uruguay.  
Mr. Sao-Ke Alfred Sze, Minister of China.  
Senor Dr. Don Ricardo J. Alfaro, Minister of Panama.  
Mr. Timothy A. Smiddy, Minister of the Irish Free State.  
Mr. Charalambos Simopoulos, Minister of Greece.  
Honorable Hannibal Price, Minister of Hayti.  
Mr. Edgar L. G. Prochnik, Minister of Austria.  
Mahmoud Samy Pasha, Minister of Egypt.  
Mr. Zdenek Fierlinger, Minister of Czechoslovakia.  
Mr. Jan Ciechanowski, Minister of Poland.  
Mr. W. Bostrom, Minister of Sweden.  
Honorable Don Carlos F. Grisanti, Minister of Venezuela.  
Senor Angel Morales, Minister of Dominican Republic.  
Lieutenant General Phya Vigitavongs, Minister of Siam.  
Mr. George Cretzian, Minister of Rumania.  
Mirza Davoud Khan Meftah, Minister of Persia.  
Mr. Voislav Antonievitch, Minister of The Serbs, Croats and Slovenes.  
Senor Dr. Don Francisco A. Lima, Minister of Salvador.  
The Secretary of War, Honorable Dwight Davis.  
The Secretary of the Navy, Honorable Curtis D. Wilbur.  
The Secretary of Agriculture, Honorable William M. Jardine.  
The Secretary of Labor, Honorable James J. Davis.  
Herr O. C. Kiep, Chargé d'Affaires, Germany.  
Dr. Juan V. Ramirez, Chargé d'Affaires, Paraguay.  
Mr. Alexis H. G. D. Lundh, Chargé d'Affaires, Norway.  
Senor D. George de la Barra, Chargé d'Affaires, Bolivia.  
The Honorable Robert E. Olds, Under-Secretary of State.

Count Alberta Marchetti di Muriaglio, Counsellor of Embassy, Italy.  
Mr. L. G. van Hoorn, Counsellor of Legation, Netherlands.  
Senor Guillermo E. Gonzalez, Secretary of Legation, Costa Rica.

Also seated at the speaker's table were United States Senator Arthur H. Robinson of Indiana, and Major General Charles P. Summerall, Chief of Staff of the United States Army.

In the audience were several members of Congress who, in their own homes, are members of Rotary, and there was a large number of visiting Rotarians from nearby clubs, as well as the usual number from further-away points.

It is interesting to note that Ambassador Pueyrredon of Argentina, and Señor Don Carlos G. Dávila, Ambassador from Chile, are Rotarians. The latter assisted in the organization of Rotary in Chile and was the first president of the Club at Santiago, where he resides and where he publishes the largest newspaper in his country.

International President Sapp made a splendid impression, personally, and by his presentation of his address, and the meeting was probably the most impressive international gathering ever held in any Rotary club at any time.

## The Heart of Rotary

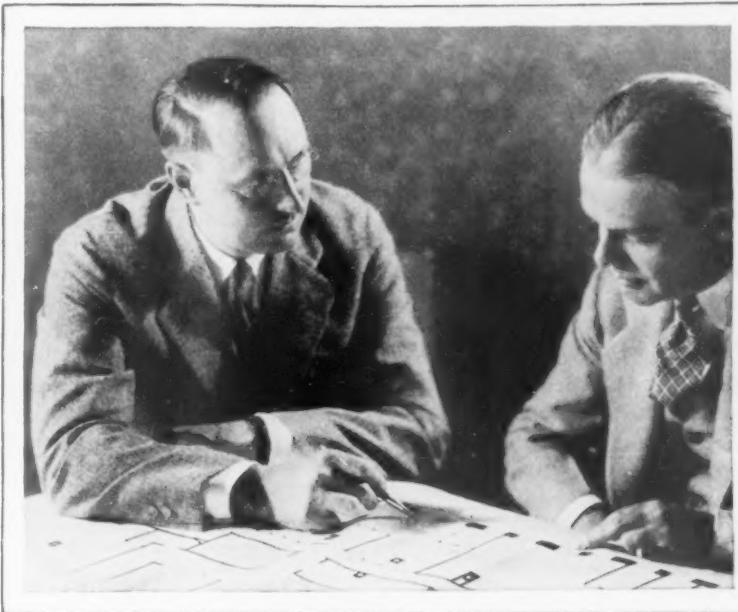
(Continued from page 17)

against a country about which he knows little or nothing. If he happens to read or hear something unfavorable in regard to another nation, until he actually learns the truth, he must say to himself "In that nation there are Rotarians with the same objects and the same ideals." He must say to himself that each and every question has two sides, and that it is extremely difficult to know always who is entirely right and who is entirely wrong. It is seldom, in fact, that either side is entirely right or entirely wrong.

During my first few days in the United States I was often recognized as a visitor because of my European table usages. Likewise, a visitor to my club will notice also that we do not call one another by the first name, excepting in a few rare cases. Most members call one another Mr. So and So the greatest part of their lives, and may possibly never see an occasion for slapping one another jovially on the back. An American visitor also would have to ask every one of us to give his first and last name, since we do not wear a big sign on our coats bearing our name and classifications. If other members of our own community saw us with such decorations they would laugh long and heartily, and while it is fitting and natural that man should laugh, yet it is better that the people of my city should not regard us with too great an amusement if we are to have any influence in the community. One laughs always at that which is new and unusual in his experience.

The visitor to my club will notice also that after a little glass of wine our president conducts the program or discussion with the same business-like efficiency as does the president of his own club in America, and he will follow with interest a program very similar to that within his own club. But if you were to ask a Swiss Rotarian about the activities of the club in regard to crippled children or the poor, you will probably receive the answer that the club is doing little in that direction. Then if "Sam" doesn't have a knowledge of Swiss history and is not sufficiently versed in Swiss customs, he will probably send a cable to his home club in the United States: "Good wine, but poor boys work." Here, too, one must observe well the country, its history, and its institutions. Switzerland has been known for centuries for its navy, its cheese, and its watches, but our country also leads many others in its provisions for public instruction and social welfare. Many official and private institutions have been occupied for

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a long time with crippled children, the sick, and under-privileged, and if all these organizations are not perfect (far from it), yet the problem does not present itself in quite the same way as it does in other countries where Rotary may have in that sense a beautiful and wide field of activity.

However, there is a Swiss Rotary Committee on Boys Work, presided over by Rotarian Sulzer of Zurich. This committee proposed at Ostend that Rotary favor the exchange of young people between one nation and another, and in this efficacious way establish friendships among the nations of the world and cooperate in the international entente. As a rule one is critical of that with which one is not familiar. A European who finds fault with the United States generally has not crossed the ocean, and the American who believes that all Europeans are brigands has just as small a knowledge of Europe.

For the purpose of bringing about in-

ternational relations it is well to promote the exchange of intelligent young people (those who will make peace or war tomorrow) from one country to another, not only sending them into a land with which they are already in sympathy but also into those countries about which they know little or nothing, and whose customs are absolutely different from the customs of their own country.

Rotary can do a great deal in this direction, and I am convinced that hundreds of boys and girls in America, sons and daughters of Rotarians, would like to visit Europe and learn French, German, and Italian, and would return to the United States with the sincere desire of breaking down existing mental isolation. They will get to know Europe and will like it, just as Swiss, French and German youths will gain much from a visit to the United States. This proposal, I believe, is worthy of earnest attention. I am certain that in my

club alone there are about twenty Rotarians and their families who would be happy to have a few American boys and girls in exchange for their own sons and daughters. If the sons and daughters of one nation could be sent to another country in this manner, then new bonds of friendship would indeed be welded.

In New York recently I attended a meeting of the Committee for the International Exchange of Students. Every year American students are sent to the universities of Europe, while European students come to America and study at Harvard, Yale, and other universities. Rotary might take an active interest in the work of this committee.

These are just a few considerations for Rotary International! There is enough work for all of us, no matter from what angle the efforts of the Rotary clubs of a nation may be directed toward the advancement of Rotary ideals.

## Le Coeur de Rotary

(Suite de la page 17)

quelques exceptions, et qu'il se nomment encore Mr. So and So, quoique se connaissant depuis longtemps. Ils s'appelleront Mr. So and So peut-être toute leur vie et ils n'auront peut-être pas l'occasion de se taper sur l'épaule. D'autre part il devra demander à chaque Rotarien son nom et son prénom, car nous ne portons pas habituellement de grosses insignes avec nos noms et classifications. Si le public nous voyait avec ces décorations il rirait beaucoup; le rire est le propre de l'homme, mais il vaut mieux que le public ne rit pas trop si nous voulons avoir une influence. On rit toujours dans la vie de ce qui est nouveau et inattendu.

Il remarquera—après le petit verre de liqueur—que notre président dirigera les débats avec la même virtuosité que le président de son club et suivra avec intérêt un programme à peu près analogue. S'il demande à un Rotarien Suisse quelle est l'action du club en ce qui concerne l'enfance malheureuse et pour les pauvres en général on lui répondra que le club a fait peu de chose dans ce sens. Si "Sam" ne réfléchis pas il télégraphiera à son club aux Etats-Unis "Good wine, but poor boys work." Ici encore il ne faut pas oublier d'étudier le pays, son histoire et ses institutions. La Suisse depuis des siècles est connue pour sa marine, son fromage et ses montres, mais notre pays est aussi à la tête de beaucoup de nations en ce qui concerne l'instruction, les œuvres sociales etc. Des centaines d'institutions officielles ou privées s'occupent depuis longtemps de l'enfance malheureuse, des malades, des infirmes, des dépravés, et si tout n'est pas parfait, loin de là, le problème ne se présente pas du tout comme dans d'autres nations, où le Rotary peut avoir, dans ce sens là, une merveilleuse activité.

Le "Swiss Committee for Boys Work," présidé par le Rotarien Sulzer, de Zurich, a proposé à Ostende que le Rotary favorise l'échange de jeunes gens d'une nation à l'autre. Nous voyons là un des moyens les plus efficaces de collaborer à l'entente internationale et à l'amitié entre toutes

les nations du monde. C'est le plus souvent quand on ne connaît pas un pays qu'on l'accuse de mille choses. Les Européens qui critiquent les Etats-Unis n'ont pas traversé l'océan et les Américains qui dénigrent l'Europe sont dans le même cas.

Dans le but d'améliorer les relations internationales, il faudrait envoyer quelques jeunes gens intelligents—ceux qui feront la paix et la guerre demain—d'un pays à l'autre, non pas toujours dans un pays que l'on trouve déjà sympathique avant de partir, mais dans un pays qu'on ne connaît pas et qui paraît avoir des coutumes différentes.

Le Rotary peut faire quelque chose dans ce sens-là. Je suis persuadé que des centaines de fils ou de filles de Rotariens Américains désireraient se rendre en Europe pour apprendre le français, l'allemand ou l'italien; ils reviendraient en Amérique avec la volonté de lutter contre l'isolement, etc. Ils connaîtraient l'Europe et l'aimeraient, de même des jeunes Suisses, Français, Allemands, etc., visiteraient avec profit les Etats-Unis. Il suffit de commencer. Je suis persuadé que dans mon club seul, vingt Rotariens, ou leurs connaissances seraient enchantés d'avoir quelques fils ou filles de Rotariens Américains en échange avec un de leurs enfants. Et si les Rotariens envoyeraient leurs fils d'une nation à l'autre, des milliers de liens d'amitié solide se créeraient ainsi chaque année.

J'ai assisté à New-York, le mois passé, à une séance du Comité International Pour l'Echange des Etudiants. Chaque année des étudiants Américains vont dans des universités européennes et des Européens viennent à Harvard, etc. Le Rotary pourrait s'intéresser à cette initiative.

Voici quelques considérations sur le Rotary International. Il y a assez à faire pour chacun d'entre nous. Chaque nation peut, de tout son coeur, travailler à l'avancement des idées rotariennes, peu importe de quelle façon.



THE following is a list of new Rotary clubs organized during the past several months. Twenty-six different countries are represented in this list. These countries are as follows together with the number of new clubs in each country: Australia, 1; Austria, 1; Belgian Congo, 1; Belgium, 2; Bolivia, 3; Brazil, 1; Canada, 1; Chile, 7; Cuba, 1; Czechoslovakia, 3; Denmark, 1; Ecuador, 2; England, 8; France, 3; Holland, 1; Japan, 1; Mexico, 2; New Zealand, 2; Peru, 4; Scotland, 2; South Africa, 1; Spain, 1; Sweden, 1; Switzerland, 3; United States, 57; Wales, 3.

**Bratislava, Czechoslovakia.** Club No. 2583. Organization work completed by Special Commissioner Fred W. Teele; president, Gen. Cyril Tille; secretary, Lad. Bubela.

**Isla De Pinos, Cuba.** Club No. 2584. Organization work completed by District Governor Urbano Trista; president, A. C. Campbell; secretary, Miguel Ruso.

**Elizabethtown, Belgian Congo.** Club No. 2585. Organization work completed by District Governor R. W. Rusterholz; president, Arthur Fumieri; secretary, Robert O. Jooris.

**Winnfield, Louisiana.** Club No. 2586. Special Representative: Claybrook Cottingham of Alexandria, Louisiana; president, Andrew H. Cullen; secretary, Ovey Trahan.

**Marissa, Illinois.** Club No. 2587. Special Representative: Thomas P. Edgar of Sparta, Illinois; president, William T. Elrod; secretary, Robert H. White.

**Southbridge, Massachusetts.** Club No. 2588. Special Representative: Rev. Fenwick L. Leavitt of Worcester, Massachusetts; president, Harry H. Styll; secretary, George H. Hartwell.

**Neoga, Illinois.** Club No. 2589. Special Representative: Irving H. Schulte of Effingham, Illinois; president, Carl H. Snyder; secretary, John E. Powell.

**Centreville, Maryland.** Club No. 2590. Special Representative: Paul E. Titzworth of Chestertown, Maryland; president, Thomas Rigby Valiant; secretary, Norman Price Walters.

**Curwensville, Pennsylvania.** Club No. 2591. Special Representative: Howard Stewart of Clearfield, Pennsylvania; president, Harold A. Blair; secretary, Fred P. Robison.

**Davos, Switzerland.** Club No. 2592. Organization work completed by District Governor Hugo Prager; president, Carl Demmer; secretary, Dr. Max de Buman.

**Colwyn Bay, Wales.** Club No. 2593. President, A. J. Costain; secretary, W. S. Wood.

**Perry, Oklahoma.** Club No. 2594. Special Representative: Wm. M. Kasi of Blackwell, Oklahoma; president, A. M. Crowder; secretary, Arthur Johnston.

**Tazewell, Virginia.** Club No. 2595. Special Representative: Rev. Isaac P. Martin of Abingdon, Virginia; president, L. A. Tynes; secretary, H. T. Haley.

**Haddonfield, New Jersey.** Club No. 2596. Special Representative: Lenardo J. List of Camden, New Jersey; president, Harry E. Richman; secretary, Lowell B. Hippie.

**Bristol, Connecticut.** Club No. 2597. Special Representative: Harry Cleveland of Torrington, Connecticut; president, Paul B. Sessions; secretary, James G. Dobson.

**Watsonville, California.** Club No. 2598. Special Representative: Ray Judah of Santa Cruz, California; president, George W. Lyman; secretary, Phillip Hayward.

**Northampton, Massachusetts.** Club No. 2599. Special Representative: James E. Hayes of Springfield, Massachusetts; president, Frederic W. Plummer; secretary, Sterling R. Whitcomb.

**Washburn, Maine.** Club No. 2600. Special Representative: Nathan F. Perry of Presque Isle, Maine; president, Andrew J. Beck; secretary, A. Alden Woodworth.

**Leesburg, Virginia.** Club No. 2601. Special Representative: J. Donald Richards of Warrenton, Virginia; president, E. L. McFarland; secretary, John A. Whitney.

**Orleans, Nebraska.** Club No. 2602. Special Representative: Frank J. Hamilton of McCook,

Nebraska; president, Grant O. Q. Johnson; secretary, A. W. Morris.

**Santos, Brazil.** Club No. 2603. Organization work completed by District Governor Gaminara; president, Dr. Ismael de Souza; secretary Andrew W. Marshall.

**Antofagasta, Chile.** Club No. 2604. Organization work completed by District Governor Eduardo Moore; president, Eduardo Reyes Cox; secretary, I. L. Woodul.

**Brescia, Italy.** Club No. 2605. Organization work completed by District Governor Pirelli; president, Giovanni Gorio; secretary, Emilio Franchi.

**Long Eaton, England.** Club No. 2606. Organization work completed by District Council No. 7; president, Frederick Newey; secretary, Hubert Frank Lowe.

**Gravesend, England.** Club No. 2607. Organization work completed by District Council No. 12; president, Samuel Lister; secretary, C. E. Chapman.

**Ripon, England.** Club No. 2608. Organization work completed by District Council No. 4; president, C. H. Greenwood; secretary, S. Brayshaw.

**Ogallala, Nebraska.** Club No. 2609. Special Representative: Wm. J. Hendy of North Platte, Nebraska; president, Albert Florence Kehr; secretary, Melvin Earle Rasdal.

**Lindsay, Oklahoma.** Club No. 2610. Special Representative: Goul Frier of Pauls Valley, Oklahoma; president, Joe Trevette; secretary, Rawls Anderson.

**Havana, Illinois.** Club No. 2611. Special Representative: W. E. Ainsworth of Mason City, Illinois; president, C. H. Stubenrauch; secretary, T. R. Isaacs.

**Tarboro, North Carolina.** Club No. 2612. Special Representative: Robert B. Davis of Rocky Mount, North Carolina; president, A. Winniett Peters; secretary, Harry H. Palmer.

**Derby-Shelton, Connecticut.** Club No. 2613. Special Representative: John Duncan of New Haven, Connecticut; president, Herbert S. Holland; secretary, Erwin A. Benjamin.

**Itta Bena, Mississippi.** Club No. 2614. Special Representative: Clarence E. Powell of Greenwood, Mississippi; president, H. S. Durham; secretary, W. E. Johnson.

**Towson, Maryland.** Club No. 2615. Special Representative: Harold E. Donnell of Locust Valley, Maryland; president, Frank I. Duncan; secretary, Rev. Richard W. Wickes.

**Grandview, Texas.** Club No. 2616. Special Representative: J. A. Davis of Cleburne, Texas; president, John A. Ingle; secretary, B. B. Ingle.

**Cannes, France.** Club No. 2617. Organization work completed by District Governor Marcel Franck; president, Paul Jeancard; secretary, Ludovic Fromrich.

**Bruges, Belgium.** Club No. 2618. Organization work completed by District Governor Edouard Willems; president, Paul Danicourt; secretary, Leon Burghgraeve.

**Auburn, Alabama.** Club No. 2619. Special Representative: Claude E. Summers of Opelika, Alabama; president, Roy Dimmitt; secretary, C. A. Baughman.

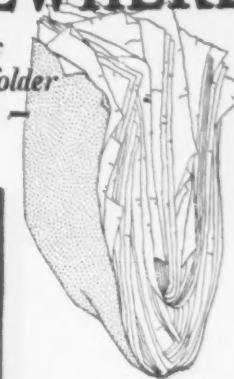
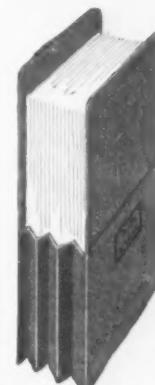
**Apopka, Florida.** Club No. 2620. Special Representative: G. R. Ramsey of Orlando, Florida; president, Carl J. Jackson; secretary, C. Elwood Kalbach.

**Smyrna, Delaware.** Club No. 2621. Special Representative: Harry V. Holloway of Dover,

(Continued on page 42)

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## FINANCIAL

### Life Insurance as a Basis of Trust Funds

By Malcolm L. Hadden

IT has been estimated that life insurance constitutes about 81 per cent of all property left by decedents and that 90 per cent of this amount is paid to beneficiaries in lump sums. It is a startling fact that, according to available records, these payments are dissipated or spent on an average within seven years. When it is realized that some eighty billion face amount of life insurance was outstanding at the close of the year 1926, some conception may be gained as to the magnitude of the waste which annually occurs through the imprudent or improper handling of funds derived through such sources. Under the circumstances, therefore, it is not strange that life insurance and trust companies (two types of institutions especially interested in the conservation of property) should in the past few years have given a great amount of thought to methods which might be employed to conserve the principal of these policies which have been provided—and many times at a considerable sacrifice—for the protection of dependents.

One of the most practical plans devised in recent years to protect beneficiaries of life-insurance policies has been the development of what is known as the life-insurance trust. The principle of this plan is simple: The head of a family may be carrying \$50,000 worth of life insurance, and in order that he may be assured that funds realized through such policies will be wisely conserved and administered, he enters into an agreement with a trust company, whereby a trust is created. At the same time, the insurance policies are made payable to the trustee and are deposited with the trust company under the trust agreement. The maker of the trust continues to pay the premiums on the policies until they mature. By providing that insurance money be paid directly to the trustee responsible for its investment and distribution, the insured person relieves his beneficiaries of the heavy responsibility involved in the expert conservation of funds. It

seems hardly necessary at this point to mention the many problems and pitfalls which are likely to confront the recipient (who is usually inexperienced in investment matters) of a large sum of insurance money. Under the terms of the trust agreement signed between the insured and the trustee the latter is directed, upon the death of the former, to invest the proceeds, to remit income to beneficiaries and, eventually, to distribute the principal of the fund. This type of life-insurance trust is known as an unfunded one, in that the maker of the trust continues to pay premiums upon the policies until they mature, or until his death. The advantage of this particular form of trust is the fact that no capital is required in its establishment.

WHERE the creator of a life-insurance trust can spare a lump sum of money or a block of securities, he may establish what is known as a funded trust. The technique in a trust of this sort is similar to that employed in an unfunded trust, except that the creator deposits securities or a sum of money, the income from which will pay the premiums on the life insurance. For instance, \$10,000 in securities placed in a trust would be sufficient to carry from \$20,000 to \$30,000 insurance, depending upon the age when the insurance was taken and the type of insurance; thus, the total trust fund available for the support of the family of the assured at the time of his death would be between \$30,000 and \$40,000. Through a funded trust, therefore, one not only protects and conserves the proceeds of his insurance, but also provides an assured means of continuing the insurance without regard to any financial or business difficulties which might arise.

A number of other schemes have been developed in connection with life-insurance trusts which depart somewhat from the character of either the funded or unfunded types of trusts just referred to, but which combine some of

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the qualities of each. For example, a plan which is being used by a certain trust company provides for deposits of cash in such amounts that the interest therefrom would in a specific period furnish sufficient income to meet all premium payments without further installments. If, however, the assured should desire to continue these installment payments, an additional income would become available to permit the purchase of further life insurance. Of course, the accumulation of sufficient income to pay such premiums would depend entirely upon the face amount of insurance carried and the size of the cash installments.

As already indicated, the motivating principle behind the recent growth in the number of life-insurance trusts established has been the wish on the part of those carrying such protection to see that the principal of such policies is properly conserved for dependents after their death. Those individuals who, with a mistaken sense of kindness, leave their widows or other dependents large funds of cash without provision as to how it may be handled frequently subject their beneficiaries to serious risks and, at the least, to substantial financial responsibilities, which in many cases their dependents are not competent to undertake. Life-insurance companies have long recognized the difficulties which confront beneficiaries put into possession of life-insurance money in a lump sum, and in order to provide for such contingencies a number of standard policies have been devised. Such policies have been arranged to cover a variety of practical purposes, among which might be mentioned the most popular one, i. e., the payment of life-insurance money in fixed installments over a period of years, or during the life of the beneficiary. These standard policies have been of substantial assistance to many beneficiaries but, unfortunately, the life-insurance companies have not apparently given this type of policy the emphasis which it would seem to merit. Furthermore, a real difficulty which arises in connection with any standard type of income-payment insurance lies in the fact that no provision is made to cover exceptional cases or unforeseen conditions.

ONE of the outstanding advantages of the life-insurance trust is its flexibility. Trusts of this type may be arranged to provide life income for one's wife, daughter, son or to any number of designated beneficiaries. The deed of trust may specify the manner of payments of principal. For example, payment out of principal may be made to one's daughter upon her

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marriage or to a son at any specified age, or upon his entrance into business. In fact, almost any provision desired may readily be incorporated into the deed of trust.

In so far as the character of securities which make up the principal of the trust is concerned, the assured can direct his trustee to confine such investments to securities which are commonly regarded as legal for savings banks and trustees in New York or other states, or one may authorize his trustee to make investments within its absolute discretion. A competent trustee, not restricted to what are known as legal securities, is usually in a position to obtain a higher income for its trust accounts than one so restricted, without an undue sacrifice of the all-important element of safety. Upon the death of the assured, therefore, one's dependents immediately obtain the protection which a strong trust company can offer, thus effectually barring out the promoter, the high-yield stock salesman and others who habitually prey upon the inexperienced recipients of relatively large sums of money which come to them through life-insurance policies. A word or two at this point as to the nature of and administration

of a trust may be appropriate. The creator of a trust may reserve the right to revoke, modify or otherwise change the terms of the trust agreement as family considerations or business conditions make such changes desirable. The laws of most states do not allow trusts for the benefit of individuals to continue for a longer period than two lives in being when the trust begins, and in the case of real estate, during the minority of a third life; consequently, a trust cannot be made to run for an indefinite period of years, except as this term may be embraced within the life or lives of one or two designated persons.

The compensation of a trustee is fixed by law in New York State and is the same as that of an executor. Such compensation is paid in the form of a commission on the sum of money or value of the property received and disbursed, at the following rates:

5 per cent on the first \$2,000.  
2½ per cent on the next \$20,000.  
1½ per cent on the next \$28,000.  
2 per cent on all above the first \$50,000.

Thus, on a trust fund of \$100,000, which yields an annual income of \$5,000, the commissions would be:

#### ON PRINCIPAL

On the first.....	\$ 2,000 @ 5%.....	\$ 100
On the next.....	20,000 @ 2½%.....	500
On the next.....	28,000 @ 1½%.....	420
On the remaining 50,000 @ 2%.....		1,000

Total estate.....\$100,000

Total commission on principal.....\$2,020

#### ON INCOME

On the first \$2,000 @ 5%.....	\$100
On the next 3,000 @ 2½%.....	75

Annual commission on income.....\$175

Commissions on income are payable annually. Commissions on principal are payable when the trust terminates.

While the rates indicated above are those which apply in the State of New York, they may be regarded as more or less typical of the fees which prevail in other states.

In return for these fees, the bank or trust company assumes the responsibility for the safekeeping of the securities which constitute the trust, clips the coupons, collects the dividends, maintains books and other records of an official nature, prepares income-tax reports and invests and reinvests funds as they become available.

## Boys Work in Rotary

(Continued from page 11)

academic way but in the great laboratory of daily living, learned by the demonstration method; boys were more masculine, more independent, more self-reliant, than is commonly the case of the modern boy robbed as he is quite entirely of this greatest of all schools, the school of experience.

True it is that father was a Czar most times, who ruled firmly and positively, who made most of the major decisions for all the family and felt it was his duty and obligation to compel conformity in all things.

But behold, in a twinkling we moved from the country home where there was work to do and common tasks to share and burdens to bear and physical necessities to produce, into cities—three, yes five deep we live, whole communities in one building, while father, almost over night became a specialist, a specialist in that he not only had to assume the entire financial load for his family which had formerly been "shared in fellowship" but he was compelled by competition to do one thing instead of many, the thing he could best do. With such specialization came long hours *entirely away from home*, all sorts of entangling alliances with

clubs and organizations of every description, community, professional, religious, political, and gradually the time which had once belonged to the boy for "togetherness in all things" was claimed by others until in a generation of time, home, in readjusting to changing conditions, changed from the place in which fathers and sons lived and worked and had their being, to essentially a place to change one's clothes and hang one's hat. The boy no longer gets even an hour a day of father's time for anything, be it play, guidance, direction, or what not.

And what happened to mother? She too came into her own, was released in a twinkling from the vast druggery of homemaking until she is now, to a great extent, entirely emancipated and finds her interest or obligations or both outside of the home.

The next inevitably was the change to the one-child family. Conditions, neither economically or socially, made the large family of old possible and so the "one child" with the result that he, or she, must, out of pure necessity, go outside of what is now left of the old home for pretty much all of his actual living (experiences and activities) and

so the modern home is quite a different institution, and it is breaking down alarmingly. (Read "The Disintegrating Home"—by Groves). Consult the American divorce figures—one divorce for every four weddings. The home units no longer have so much in common, as is greatly to be desired—father lives his life in one world, mother has hers in another and "sis" or "sonny" theirs in yet others. The old sustaining bond of common interest is gone! No matter how conscientious is Dad or Mother about the "boy," he faces a different problem, his needs are different. He has great fundamental needs in his life which cannot be ignored. When they are ignored the result is delinquency. How much we hear of it. How little we really know of it and its causes and its cure. Nearly fifty thousand boys in reform schools—92 per cent of them from these "unadjusted" modern homes where "togetherness," common interest, loyalty and obligation are fled.

But there are yet other factors which must not be overlooked. Nearly one-third of all fathers of boys hold traveling positions, the railway engineer, the traveling salesman, the supervising

executive—away from home six days a week. They pay the bills, they give a boy a name, they pay their taxes so he may go to school, they send a trifling sum to the church through their proxies, their wives, and hope the preacher will be a dad to their boy while they are "on the road."

Furthermore ten per cent of all boys have lost their fathers by death, or worse—separation, further challenging the at-home dad to father as best he may, not only his own but his neighbor's son. These boys in every community, by the thousands *need men*.

But the end is not yet for "change" has done yet more important things. Twenty-five years ago boys were personal property, they were largely to be seen and not heard; they were kindly tolerated against that day when they would grow up and become men. The fact that boyhood as such had any very special relation to the ultimate man was never thought of. Boys did what adults conceived was good for them to do. Men talked a great deal about molding youth as if it were inert clay, dead, without self-propulsion. Fathers and mothers by the million decided what son would be—"doctor, lawyer, merchant,—yes, thief"—then "change," the best friend man has, spoiled the picture.

TODAY boys are no longer personal property but individuals, individuals with sacred personalities to be guided skillfully into the achievement of the unguessed buried potentiality—and with this new view of youth came freedom—an extreme freedom which some have chosen to call a revolt. With this new view has come a growing consciousness on every side, at least by educators and boy workers, that youth is potential beyond anything we older ones have dreamed and that the only reason the average individual has made so soon a showing in achievement and personal development is because we men, both biological and social fathers have been satisfied with a *common ordinary product*.

And so ringing through our whole body politic has come the challenge, shouted from the house-tops by enthusiasts and reformers, to "save the boy" to do boys' work, and what a travesty much of it has been, in reality a dispoiling of the boy, a commercializing of the boy for the aggrandizement of an organization, for publicity and selfish pride. Oh, the mistakes have been many and pitiful and yet, out of it all have come several things; the United States is a nation thinking about the boy; we are conscious that the boy is among us; that he has needs which must be met sanely, effectively, not altogether for the sake of the fu-

ture but for the present. We have learned as a nation that it takes a great boy to become a great man and we are eager to give him every rational chance not by superficially "paling" with him, not by staging a lot of cheap stunts for him, not by patronizing and pauperizing him, but by *taking him into partnership* with us in the things we do and think and dream—and not only our biologic boy but all boys for by virtue of the new day we are each of us "Daddies of them all." Our philosophy of the boy is not that we get down and be "kids" ourselves with them, nor that we insist that they come up and be men with us but a mutual arrangement whereby we help each other be our best selves through mutual regard and affection and participation in the art of living. To this end men in every service club in the land are badly in need of much inspiration and education for while Rotary can justly boast of selected men, who would dare to call many Rotarians successful fathers? Ask them confidentially and you will no longer be so sure that all's well with boys and that dad is content and happy.

*Boys need men—men need boys*, not sentimentally, not cheaply, not theoretically but actually. Boys learn in four ways—by imitation, by contact, by stimulation through new ideas, by instruction and the least of these is instruction. Boys go where *you go*, not where you tell them to go because of the powerful all prevailing force and influence of "togetherness."

Don't theorize about it, don't argue about it. Try it. Come to know first hand that wonderful camaraderie of man and boy and "Palship" will no longer suggest only a sentimental relationship that is unworthy of a real man.

Every boy is a hero worshipper. Be his hero, not a cold formal, self-satisfied, ingrown iceberg, clothed in superiority and high and mighty ways.

Boys are a good deal like dogs, they know you afar off and if you aren't as real and genuine and fine and splendid, the boy will sense it and stay clear of you so that "Palship" will be a problem for you. Boys are looking and longing for real vital contacts with viril he-men of achievement. Shall we continue to leave him a victim of petticoats or shall we give him the right hand of fellowship and recognize him as a potential man?

Boys need us and any program that will draw us together in a more mutual regard and understanding is worthy of a plank in our program. Beware lest we become a "class" mutual admiration society while the Hope of the World knocks futilely and unheard outside our gates!

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## Capitalizing the Snow in Banff

(Continued from page 22)

tary Club of Banff decided to translate its principles of community service to its cities by "capitalizing the snow,"—by making Banff as popular to tourists in winter as it is in summer.

If you have had the good fortune to attend one of the luncheons during a summer visit to Banff, you may have heard the phrase "The Switzerland of America."

But now you know what it is all about, for there is the Switzerland, and, in the eyes of these men, also another one in the making,—Banff, "The Switzerland of America."

That mountain village in one respect could once be likened to a fantastic animal which swells up to an enormous size in summer but deflates itself in winter when covered by a blanket of deep snow; the summer population, as the result of the tourist influx, mounts to as high as 15,000, whereas in winter, it formerly shrank to a mere 1,500.

Approximately 200,000 tourists visited the resort each summer to revel in the matchless mountain scenery and to partake of the recreational offerings, such as riding, swimming in sulphur pools, mountain climbing, canoeing, fishing or motoring along the many scenic highways.

But, until recently, the community suffered almost total paralysis in winter with facilities for handling over 15,000 tourists a day lying idle and not paying even the overhead.

No one apparently heeded the unexcelled opportunities for skiing, skijoring, flitting along on ice skates in large open-air rinks under the azure blue of the winter skies, snow-shoeing up pine and spruce vistas, or for reclining with ease in carriages while a team of faithful huskies padded noiselessly over the many delightful snow-covered bridle trails.

Why couldn't tourists, during the winter season, be brought to the Rockies, where nature has provided everything but a population to make use in winter of the \$7,000,000 hotel, the \$250,000 bath-house, the \$350,000 hydro-electric plant, and the priceless ozone-laden winter air?

"It can't be done," was the skeptical cry raised twelve years ago, when business men first began a determined effort to "capitalise the snow."

But today, with the Banff Rotary club leading the "can be done's," the village in the heart of the Rockies has sprung into popularity as one of the continent's meccas for winter sport lovers.

Rotary has become a vital force in

the crusade which has now, after twelve years, drowned the voices of the skeptics, by the success of its efforts.

Lorne Orr, a director of the Banff Rotary club, and George Hunter, town magistrate and past president of the club, are at the helm as the twelfth bid for popularity is being made by a series of week-end carnivals, including the great Banff Winter Carnival, the climax of the winter season, a solid week of winter sports from February 5 to 11 inclusive.

Lorne Orr is president of the association. George Hunter serves as secretary-treasurer, and a large task it is with the thousands of dollars handled and the hundreds of prizes awarded to performers, both amateur and professional, from more outside points than you can count on your fingers.

Practically every Rotarian in the small but ambitious club is assigned a post in the organization, with the duty on the shoulders of each one to make his department better the last year's

record, whether it be the ski-jumping competitions, the ski-joring races, the speed and fancy skating events, the dog team derby, the hockey tournaments, or the sports open to visitors, including skating, skiing, snow-shoeing, ski-joring, or moonlight jaunts up the valley of the "travel as you like" variety.

Speeding dog teams with their cariole loads of jolly holiday visitors bedecked in colorful winter costumes, prancing ponies with their strings of ski-jorers, groups of joyful visitors being initiated into the mysteries of the tricky skis, squeals of delight as toboggan loads of revelers thrill at the swift ride down the side of Sulphur mountain, graceful fancy skaters describing figure 8's in the center of the large ice skating rink as speed skaters flit past like shadows on the outer circle, unemotional old Indians, dressed in the feathered finery of the past, silently watching the antics of their white brothers,—these are only a few of the high lights of the varied program now offered in the village which, due in a large meas-

ure to Rotary, has thrown off its winter paralysis.

Then on Calgary day during the carnival, when hundreds of visitors from that city swell the crowds at the ski-jumping exhibition and the finish of the \$5,000 Strongheart trophy dog team derby, the Rotary club entertains its visiting Rotarians from Calgary and all the other service clubs of that community.

"Don't for the world say that Rotary does it all," modestly advised Lorne Orr when he learned we intended to send out of the mountains these words on the Banff Rotary club's unique service to its community.

"We all pull together, Rotarians and everybody else. Rotary is just one spoke in the wheel."

"But doesn't Rotary make the task of 'capitalizing the snow' a lot easier?"

"Without a doubt it does help considerably," Lorne replied. "Each member does his share in the work and a large part of the inspiration for this work is a result of the enthusiastic weekly meetings."

## The Capper Resolution on Peace

See also note on page 20, referring to Senator Capper's joint resolution introduced into Congress

**J**OINT Resolution providing for the renunciation of war as an instrument of national policy and the settlement of international disputes by arbitration or conciliation.

Whereas the Congress of the United States on August 29, 1916, solemnly declared it "to be the policy of the United States to adjust and settle its international disputes through mediation or arbitration, to the end that war may be honorably avoided"; and

Whereas Aristide Briand, Minister of Foreign Affairs of the French Republic, on the 6th of April, 1927, publicly declared to the people of the United States that "France would be willing to subscribe publicly with the United States to any mutual engagement tending to outlaw war, to use an American expression, as between these two countries," and proposed that the two countries enter into an engagement providing for the "renunciation of war as an instrument of national policy"; and

Whereas there has been strong expression of opinion from the people and the press of the United States in favor of suitable action by our Government to give effect to the proposal of Monsieur Briand; and

Whereas the present arbitration treaty between the United States and France providing for the submission to arbitration of differences of a legal nature arising between them will terminate on the 28th of February, 1928; and

Whereas the United States being desirous of securing peaceful settlement of international disputes and the general renunciation of war as an instrument of policy should not be under obligation to furnish protection to such of its nationals as aid or

abet the breach of similar agreements between other nations:

Now, therefore be it

*Resolved by the Senate and House of Representatives of the United States of America in Congress assembled.* That it be declared to be the policy of the United States:

I. Formally to renounce war as an instrument of public policy and to adjust and settle its international disputes by mediation, arbitration and conciliation; and

II. By formal declaration to accept the definition of aggressor nation as one which, having agreed to submit international differences to conciliation, arbitration or judicial settlement, begins hostilities without having done so; and

III. By treaty with France and other like-minded nations to declare that the nationals of the contracting governments should not be protected by their governments in giving aid and comfort to an aggressor nation; and

IV. Be it further resolved that the President be requested to enter into negotiations with France and other like-minded nations for the purpose of concluding treaties with such nations, in furtherance of the declared policy of the United States.



## New Rotary Clubs

(Continued from page 35)

**Delaware**; president, V. Lay Phillips; secretary, William E. Matthews, Jr.

**Tappahannock-Warsaw, Virginia**. Club No. 2622. Special Representative: Dr. Henry Street of Richmond, Virginia; president, Rodney M. Coggan; secretary, Thomas T. Wright.

**Shelbyville, Kentucky**. Club No. 2623. Special Representative: William Vatter of Frankfort, Kentucky; president, B. B. Cozine; secretary, F. R. Beard.

**Graz, Austria**. Club No. 2624. Organized by the Rotary Club of Vienna; president, Alexander Tornquist; secretary, Anton Weikhard.

**Sevilla, Spain**. Club No. 2625. Special Representative: Juan A. Meana; president, Blas Tello y Rentero; secretary, Marcelino Bonet.

**Ceske Budejovice, Czechoslovakia**. Club No. 2626. Special Commissioner: Fred Warren Teele; president, Dr. Albin Dilouhy; secretary, Ing. Jar Kubricht.

**Bordeaux, France**. Club No. 2627. Organization work completed by Director Marcel Franck; president, Louis Goufreville; secretary, Henry Lanauve de Tarta.

**Hackney, England**. Club No. 2628. Organization work completed by District Council No. 13; president, H. K. W. Strand; secretary, E. L. Bendall.

**De Elgin, Scotland**. Club No. 2629. Organized under the auspices of District Councils Nos. 1 and 2; president, E. S. Harrison; secretary, F. A. Ritson.

**Kilmarnock, Scotland**. Club No. 2630. Organization work completed by District Councils Nos. 1 and 2; president, George Clark; secretary, Robert Rogerson.

**Shanklin, Isle of Wight**. Club No. 2631. Organization work completed by District Council No. 11; president, J. E. Harold Terry; secretary, Edward S. Knight.

**Los Angeles, Chile**. Club No. 2632. Special Representative, Eduardo Moore; president, Genaro Arriagada; secretary, Ramiro Segura Carter.

**Guayaquil, Ecuador**. Club No. 2633. Special Commissioner James H. Roth; president, Rodolfo Baquerizo Moreno; secretary, Secundino Saenz de Tejada.

**Quito, Ecuador**. Club No. 2634. Special Commissioner James H. Roth; president, Humberto Albornoz; secretary, Eduardo Salazar Gomez.

**Concepcion, Chile**. Club No. 2635. Governor Eduardo Moore; president, Ignacio Martinez Urrutia; secretary, Herman Gonzalez.

**Blenheim, New Zealand**. Club No. 2636. Organization work completed by District Governor Charles Rhodes; president, Claude H. Mills; secretary, Frank Mogridge.

**Nelson, New Zealand**. Club No. 2637. Organization work completed by District Governor Charles Rhodes; president, John Glasgow; secretary, Charles Milner.

**Gouda, Holland**. Club No. 2638. Organization work completed by District Governor Jurrien van Dillen; president, J. Dijkhuus; secretary, J. W. R. Van Eeten.

**Williamstown, Massachusetts**. Club No. 2639. Special Representative: William C. Root of Pittsfield, Massachusetts; president, Charles D. Teft; secretary, Harold A. Stacey.

**Holly, Colorado**. Club No. 2640. Special Representative: Elmer J. Knight of Lamar, Colorado; president, Frank E. Casburn; secretary, Jesse A. Owensby.

**Perpignan, France**. Club No. 2641. Organization work completed by District Governor Marcel Franck; president, Henri Campanaud; secretary, René Sidobre.

**Temuco, Chile**. Club No. 2642. Organization work completed by District Governor Eduardo Moore; president, Ricardo Letelier; secretary, Jorge Alemparte.

**Pwllheli, Wales**. Club No. 2643. Organization work completed by District Council No. 5; president, G. Roberts Jones; secretary, S. H. Roberts.

**Brandon, Vermont**. Club No. 2644. Special Representative: John C. Fos of Rutland; Vermont; president, Edwin Curtis Rockwell; secretary, Frank W. Williams.

**Matamoros, Mexico**. Club No. 2645. Special Representative: Julio Zetina, Mexico City; president, Lic. Ernesto Urtustegui; secretary, Lic. Francisco de P. Morales.

**Plymouth, New Hampshire**. Club No. 2646. Special Representative: Leander Parkhurst of Concord, New Hampshire; president, John Gadd; secretary, James B. Hughes Jr.

**Dijon, France**. Club No. 2647. Organization work completed by Marcel Franck, Past District Governor; president, Georges Gerin; secretary, Albert Villemer.

**Piura, Peru**. Club No. 2648. Organization work completed by Special Commissioner James Roth; president, Carlos Lassel; secretary, Fredrico Huelguero.

**Trujillo, Peru**. Club No. 2649. Organization work completed by Special Commissioner James Roth; president, Rómulo Hoyle; secretary, Cecilio Cox.

**Chiclayo, Peru**. Club No. 2650. Organization work completed by Special Commissioner James Roth; president, Francisco Cuneo Salazar; secretary, Ricardo A. Miranda.

**Hamlin, Texas**. Club No. 2651. Special Representative: Arthur L. Buster of Stamford, Texas; president, Tate May; secretary, Carl S. Mahan.

**La Paz, Bolivia**. Club No. 2652. Organization work completed by District Governor Eduardo Moore; president, Dr. Casto Rojas; secretary, G. Leonard Ball.

**Tryon, North Carolina**. Club No. 2653. Special Representative: Governor David Clark of Charlotte, North Carolina; president, W. F. Little; secretary, J. B. Hester, Jr.

**Wadesboro, North Carolina**. Club No. 2654. Special Representative: Governor David Clark of Charlotte, North Carolina; president, I. B. Covington; secretary, R. W. Allen.

**Aarau, Switzerland**. Club No. 2655. Organization work completed by Special Commissioner Fred Warren Teele; president, August Trub; secretary, Werner R. Britschgi.

**Brno, Czechoslovakia**. Club No. 2656. Special Representative: Josef Schulz of Prague; president, Vladimir List; secretary, Vladimir Sach.

**Surgeon Falls, Ontario, Canada**. Club No. 2657. Special Representative: G. M. Miller of Sudbury, Ontario, Canada; president, D. H. Parker; secretary, R. McCaffrey.

**Moss Point, Mississippi**. Club No. 2658. Special Representative: Arthur Smith of Pascagoula, Mississippi; president, C. B. Barnett; secretary, H. A. Davis.

**Denton, Maryland**. Club No. 2659. Special Representative: Samuel E. Shannahan of Easton, Maryland; president, J. Owen Knotts; secretary, Call F. Cooper.

**Wollongong District, Australia**. Club No. 2660. Organization work completed by Special Commissioner B. R. Gelling; president, S. R. Musgrave; secretary, R. J. Craig.

**Punta Arenas, Chile**. Club No. 2661. Organization work completed by District Governor Eduardo Moore; president, Oscar Munizaga; secretary, Jarmain Hertz Garces.

**Traiguen, Chile**. Club No. 2662. Organization work completed by District Governor Eduardo Moore; president, Wenceslao Cerdá; secretary, Carlos Schnake.

**Cuzco, Peru**. Club No. 2663. Organization work completed by Special Commissioner James H. Roth; president, Abel Montes; secretary, Luis Varcarelo.

**Osorno, Chile**. Club No. 2664. Organization work completed by District Governor Eduardo Moore; president, Julio Buschmann; secretary, Leopold Ortega.

**Lyndonville, Vermont**. Club No. 2665. Special Representative: Gilbert E. Woods of St. Johnsbury, Vermont; president, Dr. H. Monford Smith; secretary, Rev. A. M. Markey.

**Hendersonville, North Carolina**. Club No. 2666. Special Representative: Ernest L. Withers of Waynesville, North Carolina; president, Cebrun D. Weeks; secretary, Nick F. Jones.

**Woolwich, England**. Club No. 2667. Organization work completed by District Council No. 13; president, William R. Herwin; secretary, Reginald Mawby.

**Prestatyn, Wales**. Club No. 2668. Organization work completed by District Council No. 5; president, Rev. Meredith Hughes; secretary, Harold Smith.

**Yokohama, Japan**. Club No. 2669. Organization work completed by Honorary Special Commissioner Hachisaburo Hiroa; president, Toshiro Okubo; secretary, Shinkichi Yamada.

**Gothenborg, Sweden**. Club No. 2670. Organization work completed by Special Commissioner Fred Warren Teele; president, Victor Aurell; secretary, Ivar Wallin.

**Fordson, Michigan**. Club No. 2671. Special Representative: A. D. Jamieson of Detroit, Michigan; president, Warren J. Rachow; secretary, Harry A. Sisson.

**Springfield, Vermont**. Club No. 2672. Special Representative: James F. Dewey of White River Junction, Vermont; president, Edwin A. Rowe; secretary, Robert N. Millett.

**Morrisville, Vermont**. Club No. 2673. Special Representative: Cecil E. Palmer of St. Johnsbury, Vermont; president, Levi M. Munson; secretary, Charles H. Raymore.

**Lee, Massachusetts**. Club No. 2674. Special Representative: Bart D. Bossidy of Great Barrington, Massachusetts; president, Clarence N. Durant; secretary, Charles A. Miller.

**Oruro, Bolivia**. Club No. 2675. Organization work completed by Special Commissioner H. Roth; president, Claudio Calderon Mendoza; secretary, Guillermo Verna.

**Hamburg, Germany**. Club No. 2676. Organization work completed by Special Commissioner Fred Warren Teele; president, Dr. Wilhelm Cuno; secretary, A. Boleniuk.

**East Willesden, England**. Club No. 2677. Organization work completed by District Council No. 13; president, G. W. Skene; secretary, G. F. Mallard.

**Marion, Wisconsin**. Club No. 2678. Special Representative: Richard Milbauer of Clintonville, Wisconsin; president, Bernard E. Meyer; secretary, J. H. Dreissen.

**North Conway, New Hampshire**. Club No. 2679. Special Representative: Fred D. Carpenter, of Lancaster, New Hampshire; president, Carl O. Randall; secretary, Bennett C. Snyder.

**Verona-Oakmont, Pennsylvania**. Club No. 2680. Special Representative: Robert H. Wilson of Pittsburgh, Pennsylvania; president, Paul F. Bealafeld; secretary, Edmund J. Bald.

**Warrington, England**. Club No. 2681. Organization work completed by District Council No. 5; president, Arthur Bennett; secretary, Chas. E. Brown.

**Odense, Denmark**. Club No. 2682. Organization work completed by Special Commissioner Fred Warren Teele; president, R. S. Bakkekiilde; secretary, Ludv. Ohlsson.

**Queenstown, South Africa**. Club No. 2683. Organization work completed by District Governor R. W. Rusterholz; president, John Terry-Lloyd; secretary, George N. Peters.

**Hardwick, Vermont**. Club No. 2684. Special Representative: J. Lee Johnson of Montpelier, Vermont; president, John Edward Appolt; secretary, William M. Gallagher.

**Poultney, Vermont**. Club No. 2685. Special Representative: David G. Quebec of Rutland, Vermont; president, Dr. J. Emmet O'Brien; secretary, David I. Deyette.

**Arcadia, California**. Club No. 2686. Special Representative: Clarence R. Jones of Monrovia, California; president, Hudson M. Proctor; secretary, Patrick Lloyd.

**Camden, South Carolina**. Club No. 2687. Special Representative: H. K. Hallett of Charlotte, North Carolina; president, Dr. John W. Corbett; secretary, Ralph N. Shannon.

**Mazatlan, Mexico**. Club No. 2688. Organization work completed by District Governor Julio Zetina; president, Guillermo Lopez; secretary, Joaquin Avendano.

**Cochabamba, Bolivia**. Club No. 2689. Organization work completed by Special Commissioner James H. Roth; president, Ramón Rivero; secretary, Arturo Taborga.

**Colebrook, New Hampshire**. Club No. 2690. Special Representative: Judge E. M. Bowker of Whitfield, New Hampshire; president, John D. Annis; secretary, Frank E. Marshall.

**Albury, Australia**. Club No. 2691. Organization work completed by Special Commissioner B. R. Gelling; president, C. F. Griffith; secretary, Claude Lillyman.

**La Louviere, Belgium**. Club No. 2692. Organization work completed by District Governor Edouard Willems; president, Simon de Beer; secretary, Valere Tonneau.

**Summit Hill, Pennsylvania**. Club No. 2693. Special Representative: John H. Potter of Lansford, Pennsylvania; president, J. Benson Adams; secretary, David Davis.

**Heber Springs, Arkansas**. Club No. 2694. Special Representative: R. Marvin Huie of Merviston, Arkansas; president, L. Roy Ashley; secretary, O. F. Huson.

**Borger, Texas**. Club No. 2695. Special Representative: Marvin C. Anderson of Fort Worth, Texas; president, F. B. Bartle; secretary, H. F. Morsman.

**Manning, South Carolina**. Club No. 2696. Special Representative: Ernest C. Dunn of Sumter, South Carolina; president, John G. Dinkins; secretary, Frank P. Burgess.

**Old Town, Maine**. Club No. 2697. Special Representative: District Governor Sullivan L. Andrews of Lewiston, Maine; president, John H. Hickey; secretary, Samuel M. Cutler.

**Covington, Oklahoma**. Club No. 2698. Special Representative: Harry Magill of Garber, Oklahoma; president, Bert A. Burch; secretary, Burton D. Hamilton.

# The Membership and Classification Committees

By H. M. London

THE membership and classification committees are certainly among the most important in a club.

As has been often and truly said, the classification principle is the unique fundamental of Rotary; there is no substitute for it and it is the one thing that makes a Rotary club different from the regular run of service clubs. Upon the honest enforcement of this principle depends the true extension of Rotary.

A Rotary club should represent a cross-section of the business and professional life of a community. It is therefore important that care should be given in selecting members to hold any one of the many classifications. Above all, quality as to personnel and activities represented rather than quantity or mere numbers should be the goal. In selecting a classification committee, it is advisable to have only those who will give study, thought and time to the problems as they arise, and experience has shown that this is one committee which should not be changed, certainly in its entirety, from year to year, if the members are functioning. By all means, every club should have the standard *Outline of Classification* which is a chart and compass to guide those clubs which wish to keep off the rocks in navigating the classification sea. A primary rule of classification is that a man must give 60 per cent of his time to his particular business or vocation. Certain major classifications have been laid out and under each is given minor classifications common to most communities. One of the first things the committee on classification should do is to go over the Outline and make a list of unfilled classifications available in the community and then give a copy to the board of directors and to the membership committee. Steps then can be taken to place a list of unfilled classifications in the hands of every member. In this way, members can begin to look about them with a view of getting in new desirable members from representative businesses and professions not affiliated with the club.

In making a classification survey the first step is to take the major classifications from the Standard Outline and group under each major classification in its respective place the minor classifications in alphabetical order.

Follow the minor classification by the name of the member in your club holding such classification. You can then take your city directory or telephone directory, classified section, or any other list, and select the important unfilled minor classifications and arrange them in alphabetical order, interspersed with your filled classifications. Any such list will immediately suggest desirable candidates. You then have a list of prospective candidates for consideration by the membership committee.

Additional active membership should not be extended too far. Unless both the first active and additional active member can give, each one, his time and interest in the club, it is a mistake to elect the additional active. Rotary International advises against dual membership of a firm, that is, having one member in one service club and another in Rotary. Why is this? For the reason that one firm should not absorb all of the local contacts of service clubs, but another firm given the opportunity to be a member of some club.

In filling a classification, we should remember that classifications are not established on the basis of the position one holds in a concern or on the basis of the individual function one fulfills in a concern. A classification is established only for a complete, distinct, and independent business or professional service which is being offered to the public. To be eligible to membership, of course, a man must be a proprietor or controlling executive in his concern or organization.

AS to the method of electing members. I think nearly all of these committees are secret, which prevents undue pressure being brought on its members by over-zealous proposers. Article XI of the By-Laws provides a good method of electing members, with the single exception that when the newly proposed member has been favorably reported on by the membership committee and before submitting the same to the club members, the board of directors, after sustaining the action of the membership committee, has the secretary notify the proposer, who then asks the newly proposed member to fill out and sign the regular form application blank. After this, the secretary notifies the club members, who have 10 days to file objections with the board.



Trinidad

## ... On the Cunard West Indies Cruises

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## CUNARD-ANCHOR West Indies Cruises



At the end of ten days, the board again meets, considers the objections, if any are filed, and proceeds to vote. If the newly proposed member is rejected, his proposer is notified and then some embarrassment is certain to follow. I think the method that is much better is not to notify the proposed new member until his name has been finally accepted for membership by the directors, which acts after the membership has had a ten days' time in which to file objections. In the average size city in this district, I feel that this last method is far the better one.

One more suggestion as to increasing membership and I am done. In order to keep Rotary clubs virile and pro-

gressive, we should take in more young men.

It is hard for some of us, who are nearing the point when we soon will be poll-tax free, to realize that we are not as young as we were when taken into Rotary and that the younger men must some day take up the torch and carry on. Let us therefore look around us and pick out from time to time some clear-eyed, vigorous, coming young man who has the elements of Rotary in his make-up and tie him in while the enthusiasm of youth is still unabated and we can add vigor and ideas to the local club. We can't stand still, we must either go forward or backward. Which shall it be?

## A Modern Rip Van Winkle

FOR 20 years two chess players met daily at Brown's House, took their places silently, played their game, and silently departed. For 20 years a third party sat by and silently looked on.

Then one of the two players failed to show up—for the first time in 20 years. After waiting a few minutes, his partner said to the onlooker, "I guess he isn't coming today. Will you play his men?" "Sorry," was the answer, "but I don't know the game."

He had followed every move for 20 years but he didn't know the game. He had watched the drama of king and castle for two decades without sensing a single undercurrent of strategy, speculating on a single motive, or anticipating a single coup.

He had displayed infinite patience in looking at the game, but he couldn't be bothered looking into it. He showed every symptom of life except its first symptom—curiosity.

He belonged to that listless army of passive observers who clutter up the side lines of business—men who look without seeing, listen without hearing, do without understanding.

Placed in an office—at a bench—he would remain 20 years ignorant of his neighbor's job, his superior's problems, his own significance. When the opportunity for advancement came, he would have to say, "Sorry, but I don't know the game."—N. C. R. Progress.

## Unusual Stories of Unusual Men

(Continued from page 25)

that was almost a joke; and will prove a splendid school of training for any member as regards the very latest styles in excuses and "alibis."

Teddy is on the program committee this year and finds it has an entirely different variety of problems. But he is mastering them, and the Rogers club is a unit in believing that if Greece has many Greeks at home like Teddy Logus (even if they stick to Logothetis), Rotary ought to prove a wonderful success in that country.



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50 assorted noise makers and favors;	\$0.50
Patriotic or Valentine balloons;	\$0.50
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as above	\$6.00
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# Fellowship

*Making the visitor feel at home*

By S. Q. French

ONE of the common thoughts that escape the average person, and is true of the American, is the fact that he overlooks the opportunity of acquaintance with the stranger in his midst. How often does this hold true on your visit to many a Rotary club as a stranger. Think of the small things that are often overlooked, the opportunities to make you and I go away from the club with a better impression than we do.

Webster tells of fellowship as a joint interest, a brotherhood. I am nothing more than a small-town Rube with my home in the northwestern part of Iowa, where everybody is considered a farmer, only those who till the soil being able to get the limit of credit at the banks. We other fellows who have most of the resources liquid are just "citizens." So you see when I leave "Main Street" for the bright lights, I naturally take with me the thoughts of most of the other rubes, that I should be recognized the same in the big town as I am at home among the hogs and the bulls.

In the small town we know everybody by their first and also their maiden name. We do not need to refer to the book on Rotary Education to find that it is one of the requisites of a Rotary member to call his table neighbor by the first part of his name. Strangers are few and of course easily noticed, so if we have a member from another Rotary club drop in on us, we naturally call on him for a talk and introduce him to all of our club members from the undertaker to the doctor. We find out what this fellow is doing so that he can pay his taxes and keep the sheriff and wolf away from the door; we even ask him all about his family.

And then, after living in this environment all my life, our town gets a Rotary club, and in my wandering to conventions, etc., throughout the country, I get a chance to pay a dollar and visit another Rotary club. And I generally carry the seedy look of a farmer because I operate two farms on a partnership basis as a silent partner, because I have hay fever in the haying season and go north for that, and also because I live in town with the retired farmers, only I am not retired, because at the age of 34 years a man hasn't

come to that change in life when his physical being tries to run a race with his psychology to see which one can depress him the most.

Well, you left me in the city to attend that Rotary club. I look seedy, and as the oncoming members rush for their name plates, they are on the lookout for Bill Jones and Harry Wadsworth, because you know the boys haven't missed sitting together for three years now, and probably Fred Taylor and Bud Thompson will join them, and if there are six seated at their table that will only leave room for one "foreigner," and there is Tommy Tucker so that fills the table. So why should Bill Jones take it upon himself to look for any strangers.

Well, the meal is on and we all go to bat with the food. I am hungry and I do not recall whether or not I had any difficulty in getting to the soup course on time. And then the chairman announces that we have with us today some visitors, etc., and asks us to stand as our name is called. He starts reading off the names and towns and when a fellow from Chicago or Omaha is announced as a visitor each Rotarian strains the giraffe portion of his anatomy, using a large amount of the product that the English thought the Americans needed to make tires.

And then Sherm French from Haverwarden is called. "Sherm French from—what the h—, some place in Iowa, I cannot pronounce the name of the place." Nobody pays any attention to this except myself and it hits to the bone. I think of my resources and home and wife and kiddies back home, and my own club, and then I am glad that this is not the way we treat visitors back home.

The meal is over. A nice program. Good-bye. Come again when you have a dollar. Tell the boys back home they're always welcome.

And then I attend the St. Paul, Minnesota, club. I went in a little ahead of time. There were four or five fellows with their backs to me when I hung up my coat, but quick as a flash one of the members of the club comes up to me with the glad hand. He takes hold of my arm, goes over, gets me a ticket; a dollar; but, gee! how glad I am to give it this time! He gives me a

card to fill out, has me write my name and town on a tablet, takes me over and introduces me to the other fellows, finds a visiting lumberman for me from Cloquet and says we have a lumberman in our club, and when their lumberman comes in, I am introduced.

It made me feel like I was at home. I even went up and shook hands with Eddie Flynn afterwards; told him I enjoyed the meeting. He said to come again. I got back home and told the fellows of the fine treatment of the St. Paul club. It was printed in our weekly bulletin and went all over the nineteenth district. I wrote my St. Paul Rotarian and even sent him one of my "Green Grass" books as a compliment, and told him how much I enjoyed the meeting of their Rotary club. Oscar comes right back; said he had been in a hospital since I had seen him. As a total stranger he thanked me, and said he felt he had known me for a long time.

Fellowship—sure every club has it. But it is a mighty good thing to check up in your club and let one member watch it for a month or two or three and see that nothing is overlooked. You know it is nice to have money and the things that money can buy, but it's wise to look around once in a while and see that we are not overlooking the things that money can't buy.

Fellowship—friendship—reverence for the other fellow. Your guest—your visitor—do you want him? Do you welcome him? Do you respect him? Let down the bars, open up the sensible strings of your hearts, make use of the Rotary handshake. Put on the bold front. Play the goose is hanging high. Be on the job. I come today. You haven't ever seen my green countenance before—maybe never again—but you can give me a new perspective in life—a new angle. Be a brother. I am somebody back home—my community has a Rotary club, or else I wouldn't be there. I have tried to measure up to my obligations. I have attended the International and District Conventions, the same as you have done. I am a citizen of America. I am proud of it—you are—we are citizens. Give me the friendly hand—make me feel at home—and you have given the right meaning to "Fellowship." Try it.

## Business Contacts

(Continued from page 13)

that one of his acrobatic stunts was that of trying to stand on one foot. He did an awkward job. Finally I turned to my friend and suggested that our evangelist was trying to imitate somebody. My friend said I did not know what I was talking about. At any rate, I kept the incident in mind until Billy Sunday came along, and then I saw how natural it was for Billy to stand on one foot and how impossible it was for any of his competitors to duplicate the same stunt.

The years have given us only one Lincoln, one Roosevelt, one Shakespeare, and one Emerson. We may sit at their feet for wisdom and inspiration, but if we try to reproduce them in either word or deed or both, we are sure to make a sorry mess of our own individuality. Let us not forget that individuality is a choice possession entitled to the fullest development along personal lines.

This fact we would do well to ponder whenever we are tempted to wield the blue pencil or distribute red ink over the work of some ambitious young chap who perhaps has done his best. I am fearful that too many executives curb individuality by too much insistence that almost every story be told in *their* language. Would not the desired ends be accomplished in the greater number of cases if we were to apply a question test? For example, has the story been fully, interestingly, convincingly, and logically told? Is its presentation in accordance with house policy? If these questions have been answered to our satisfaction it seems that with a few suggestions we can approve practically everything he has done, and thereby give his individuality the boost it naturally craves almost every time he brings his work into the sanctum sanctorum.

Now let us see how interesting we are when we are just ourselves. It is related that in a certain establishment the office boy had to write a dunning letter during the absence of the bookkeeper. Here's what he wrote—

Gentlemen—You owe us \$300.00. Unless you pay us within the next ten days we'll take steps that will astonish you. Yours respectfully.

Who will dispute the force, the logic, and the originality of this letter? How much more sensible it is than if our office boy had tried to write like the bookkeeper.

A further glimpse of the natural appears in this letter written by Strickland Gillilan to a heartless editor who had rejected one of his poems—

Dear Editor: I hasten to answer your rejection slip, which just came to my desk in company with an awful poem I had sent

you, and to state that I resent the veiled note of braggadocio in the wording of that rejection. I can assure you that the rejection of that poem is nothing to boast of as an achievement or as something original, something to set you apart from other editors. Why, man, that poem was rejected by dozens of other editors long before you even saw it! Your rejection of it marks you a very common fellow. Rejecting that poem had become a regular custom among editors months before I ever sent it to you at all. Reading it over again myself, even I can see just how little literary judgment it took to reject it, too.

For a fourth illustration I will give you something just as refreshing but a little more serious. It's only a letter but note, if you please, that it teems with tact and sympathy, and also reflects the spirit of a man with a heart. Now for the letter —

Dear Mr. Hodder: I was very sorry to learn today of your accident, and trust that nothing will stand in the way of your hand healing quickly and being as strong as ever.

It is probable that the \$23.40 you owe us, now overdue, has caused you some anxiety and may cause you more unless you know how we feel about your misfortune.

It is to set your mind at rest that I am writing now. I am going to give you an extra month's credit and to ask for no more than a small payment on your bill on the first of next month. At that time we will fix you up so you can settle with us on terms that will not be hard on you.

Don't worry, then, but rely on us to help you get on your feet again.

Best wishes, Yours sincerely . . .

AS a summary to my point about the joy and satisfaction of being natural, I advise you to write as you would speak. Tell people what they want to know and tell it to them with the same warmth and naturalness as if you were looking them squarely in the eye. Yes, and be sure to keep in mind that there is not one language for talking and another for writing. The same kind of language will accommodate both needs very nicely. It would also profit you to devote a choice place in your memory to Elbert Hubbard's wholesome advice—"Write as you feel, but be sure you feel right."

We must not only be natural when we deal with other folks but we must also use words and sentences they can easily understand without the aid of a dictionary. As John Wanamaker once put it—"Keep away from the sentences stuffed with the dough of vanity."

Let me direct your attention, first of all, to Lincoln's Gettysburg speech, which you will recall, consisted of only 267 words. Of these 50 consisted of only two letters and 54 of three. Of the complete sentences, there are some that simply amaze me with the power of the small word. Here is one—"The world will little note, nor long remember what we say here, but it can never forget what they did here." There are 21 words in that sentence. The largest

word is "remember," three syllables. There are 3 words of two syllables each—"little," "never," and "forget." In some respects, I believe this sentence is the greatest in the whole speech. Its simplicity for one thing is most striking. Then there is the contrast in ideas—"what we say here" and "what we do here."

For a better illustration, we might profitably consider the 23rd Psalm, which in the eloquent words of Henry Ward Beecher "has charmed more griefs to rest than all the philosophy in the world." A few verses will serve to prove my point—

The Lord is my shepherd; I shall not want.

He maketh me to lie down in green pastures; He leadeth me beside the still waters.

Yea, though I walk through the valley of the shadow of death, I will fear no evil, for thou art with me; thy rod and thy staff they comfort me.

Surely goodness and mercy shall follow me all the days of my life, and I will dwell in the house of the Lord forever.

Is it any wonder that this great Psalm, which summarizes the manly declarations of a manly man is considered, along with Paul's appeal to the Athenians on Mars Hill and Lincoln's speech at Gettysburg, as one of the three gems in literature? As a matter of fact, it teems with unusual interest and charm because every word and every sentence can be readily understood by every man, woman, and child.

To realize still further the value of simplicity read again the "Message to Garcia" with which you are probably familiar. You all know about the simple incident that inspired Hubbard's story. You also know that the lessons Hubbard drew from Lieutenant Rowan's achievement have been translated into many languages, and that the message as a whole, although very brief, has gone into the remotest corners of the world.

A short time ago a customer in Massachusetts asked what was meant by the word "remittance." Such a query will impress you as being rather strange. It's not so strange, though, when I recall that some 10 per cent of the American soldiers who sailed across the Atlantic could not read or write the English language. It's not strange when memory singles out some of the letters I saw in my Red Cross experiences in Washington during the war period from the mothers of American boys who lived in the mountains in Kentucky and North Carolina.

No matter what you think about this inquiry, I recall that on the day after our customer asked what we meant by "remittance," I stumbled onto this sentence in one of our forms—"Your

remittance is insufficient." I changed it to: "You didn't send us enough money." Which of the two sentences was the clearer and most expressive for the purpose?

Note, if you please, that the first word in my revision was "you." That is a great word to keep to the front in any kind of service. Other folks, as you know, are not concerned about what you have done for yourself. What they want to know is what you can do for them and when you can do it. Too frequently, though, we overlook this important fact as may be proved by the figures of some wise statistician that the average man speaks 11,000,000 words in a year, of which 5,500,000 are "I," "me," and "mine." Whether these figures are right or wrong they will at least serve as a forceful appeal for a wider use of "you" and "yours," in our advertising and in our letters.

Let me tell you of two incidents.

A young woman upon her return from Vassar College approached her grandmother who was doing some baking stunts in the kitchen and said, "You see, grandmother, we perforate an aperture in the apex of the egg, and then, in turning the egg, we perforate an aperture in the other end. Then, placing the egg to the lips, forcibly inhaling the breath, we discharge the egg of its contents."

Grandmother looked at her for a moment and then said, "Isn't that beautiful! In my days, we simply poked a hole in the egg and sucked."

THE other is the story of a boy in a tobacco shop, who was selling cigarettes. A man entered and said, "Gimme a package of Pall Malls."

"Yes, sir, a package of Pall Malls."

The next man said, "Gimme a package of Pell Mells."

"Yes, sir, a package of Pell Mells."

The third customer said, "A package of Pal Mals."

"Yes, sir, a package of Pal Mals."

"What's the name of those cigarettes?" asked the by-stander who had listened.

"The name they call them," replied the clerk. "I am here to sell cigarettes, not to teach pronunciation."

He was too polite to correct the speech of his trade, but remember that he sold a package of cigarettes in every instance.

No further argument need be offered in support of my contention that the art of talking so other folks can understand you, is the basic principle of transacting business successfully. Marshall Field thought so much of this same factor that he listed "The Dignity of Simplicity" among the twelve things that business men should remember.

As we get better acquainted with people there will dawn upon us with

a new glory the value of being kinder and more thoughtful. "As a man thinketh" never rang quite so true as it does today. A short time ago I read that the director of personnel of a great department store in Chicago had used this bit of wisdom in addressing some sales-clerks—

Madam, Sir. Please and Thank You are short words, but if they were written in letters of gold and studded with diamonds they could not be more valuable to a store whose employees make use of them.

To give further emphasis to what this director has said in such a sensible way, I am going to give you a number of "yes" and "no" words. The "yes" words should of course be the hourly companions of a good business man. And the "no" words should be conspicuous by their absence wherever and whenever a business man desires to serve to the advantage of his friends and customers. Here are the words I have in mind classified under their proper headings—

Yes	No
Courteous	Discourteous
Sincere	Curt
Pleasant	Sarcastic
Friendly	Sharp
Cheerful	Impertinent
Warm	Peevish
Helpful	Cold
	Overbearing
	Harsh

One of the worst faults of our modern commercial life is to overlook the little things that mean so much to others. A neat desk calendar comes a few days before New Year's from some enterprising advertiser and we put it on our desk without ever acknowledging the thoughtfulness that prompted it. A good friend gets a better job, but we seldom encourage him with a message of confidence and congratulation. A fellow worker parts with a sister or mother for the last time and ever so often we let him travel his path of sorrow alone. A real friend, and probably more than one, is sacrificed every day for lack of ten minutes of time and a two-cent stamp. A devoted wife longs for a single rose or a box of candy to prove that she is not forgotten in the strife and turmoil of life, and time and again her longing is not satisfied.

Our mad chase for the dollar seems to be dwarfing our finer instincts. We are thinking more of money than we are of service or achievement. Often we are so anxious to reach the top as to give but little thought to those who may be run over and trampled upon in our speedy moments.

More thoughtfulness, more kindness, and more sentiment are urgently needed in all of our business dealings if we are to attain the goal of real leadership. Let's grow more roses in the marketplaces.

It was said of Thomas Carlyle that



## Sister and Sonny have just learned to California this winter-

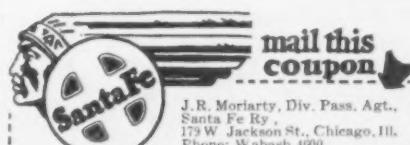
Golden California—stretching its pleasant playgrounds along the sea. Sunny land of fruit and flowers—where living is a joy the whole year 'round.

Five famous Santa Fe trains leave Chicago every day for California. "Santa Fe all the way." Besides *The Chief* there are *The California Limited*, *The Navajo*, *The Scout* and *The Missionary*—all offering famous Fred Harvey meal service.

On the way—Grand Canyon  
National Park and the  
Indian-detour

After California—

Hawaii



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he was a great man intellectually, but it would have been a whole lot better for his wife if he had been less intellectual and more emotional. One of Mrs. Carlyle's friends said of him: "No tenderness, on caresses, no affectionate words—nothing for the heart. A glacier on a mountain would have been as human a companion."

How poor men are who do not love many things and many persons, and who are not generous in the expression of that love.

Play the game to the end. And just as sure as the sun and the stars do shine, you will find every effort as well as every error marked in the final score.

And some who play the game are brave and great, and others are just plucky and kind. Who made the best score? I do not know. Sometimes in the full flush of the morning, I think that the brave and great shall surely inherit the earth. And then again, while sitting huddled up in the twilight gray, dreaming dreams, it comes to me, certain and sure, that he who is kind and thoughtful always wins by the biggest score.

A big-hearted sheriff in the State of Maine has the right conception of the whole matter when he hands this letter to every prisoner placed in his charge —

My Friend—For a little while you and I are compelled to live under the same roof, and, in a way, to be in each other's company. You came without an invitation from me. Probably you had no intention that we should meet in this way. During your stay your treatment will depend largely on your behavior. Probably you have made a mistake, perhaps done wrong. I have done both, most all done. Let us both, the little while we are together, try to do as we would be done by. Should we both do this, I am sure we can part with respect for each other. My earnest wish is that I may be a better man for having known you, and you may be none the worse for having met me.

**L**ASTLY, I cannot imagine anything quite so refreshing in dealing with the public as unqualified frankness. It does me a world of good to run across a man who has the bigness and the gumption to come gallantly off his perch when he is in the wrong. The man I despise, as I do a liar and a four-flusher, is the one who is full of excuses and explanations.

As I have observed the trend of a customer's mind, he likes to put over a few wholesome things now and then on the people with whom he deals, the same as a first-class boy likes to practice a little deviltry at some unexpected moment on dear old dad. He likes to discover in return that he is dealing with high-grade business people who do not take themselves too seriously and who are willing to concede that the other fellow is also a regular human being with more or less intelligence.

So I advise you out of a long experience to have no hesitancy about admitting a mistake. It is both helpful

and illuminating to those upon whom we are dependent for our supplies, for example, to read such expressions as—"You surely have one on use: You are right about the mistake in our invoice of September 12th: It's true, as you say, that we made the mistake of not following your instructions and we are sorry." "You are absolutely correct in what you say in your letter of the 16th: We admit a bad mistake in filling your order 2968, and are going to make good right away."

Linked with this matter of frankness is that of commendation. Quite often we married men get the mistaken idea that if we come home regularly at night and also conduct ourselves with reasonable decency, we have done about all that is required in a well-regulated home. Fortunately our wives reason things out along different lines. They rightly expect us to express our love and admiration for them with daily regularity, or else by Sunday they become possessed with the thought that we don't care for them.

I use this illustration to emphasize the fact that most of our friends, associates, and customers use about the same measuring stick as our wives. We acquire respect and confidence in proportion to the time, place, and manner in which we distribute our friendly words of approval. More people are dying every day for the lack of a kind word or a pat on the back than die of disease.

Whether you agree with this or not, I believe you will get a better appreciation of my thought if I quote you a brief article I found a short time ago in the *Kansas City World*. Here it is —

"You're a great little wife, and I don't know what I would do without you." And as he spoke he put his arms about her and kissed her, and she forgot all the care in that moment. And, forgetting it all, she sang as she washed the dishes, and sang as she made the beds, and the song was heard next door, and a woman there caught the refrain and sang also, and two homes were happier because he told her that sweet, old story—the story of the love of a husband for a wife. As she sang, the butcher boy who called for the order heard it and went out whistling on his journey, and the world heard the whistle, and one man hearing it thought, "Here is a lad who loves his work, a lad happy and contented."

And because she sang her heart was mellowed, and as she swept about the back door the cool air kissed her on each cheek, and she thought of a poor old woman she knew, and a little basket went over to that home with a quarter for a crate or two of wood.

So, because he kissed her and praised her, that song came and the influence went out and out.

That is the way of Love. Like a pebble thrown into a pool, the circle of its influence goes on widening and widening until we know not where it ceases. In fact it never does cease. A kind act, a word of merited praise, a kiss, a warm handshake, the simplest demonstration of love, in the home or out of it, goes journeying down the ages, weaving itself into the warp and woof of human life and human history.

Now for two or three suggestions in conclusion.

Keep your head. Be absolute master of yourself—calm, cool, and collected in every emergency. Think twice and then some before you wander far afield in an attempt to give some poor fellow a piece of your mind. Back in Lincoln's time, Secretary Stanton proceeded to tell a certain general what he thought of him on paper. When he had finished, the big-hearted Lincoln threw the letter into the waste basket.

Those who disliked President Harding conceded to him the qualities of serenity and good temper in the hour of misfortune. When his pet project, the Ship Subsidy Bill, was killed by the Senate, he accepted the verdict without a harsh word or the slightest sign of bitter feeling. Do you not believe that there was much in his example for men everywhere to emulate?

**L**EARN to smile generously in all of your business transactions. Don't take yourself or others too seriously. Don't get mixed up with the crazy idea that the fate of the universe rests upon your shoulders. Many believe that if Harriman had taken time to indulge more often in laughter, he probably would be alive today. He killed himself by overwork, unrelieved by frequent doses of relaxation and laughter.

James J. Hill was much wiser—and wittier—and reached a ripe old age.

J. Ogden Armour, once said—"I would give a million dollars to have Charlie Schwab's smile."

Theodore N. Vail took great pride in his company's slogan—"The voice with the smile wins." And any number of executives have been helped over some mighty rough places by that sensible little desk motto—"Smile, darn you, smile."

John Wanamaker said in a speech a few years ago—"One can throw a stone or a word that may leave a thistle in a life, or he may give out a smile or a handshake that will be the beginning of a flower garden in the life it goes to." Think it over.

Beware of the business ruts that beckon you on every hand and to which you can gain admission unexpectedly without a pass or a ticket. Shun these dangerous places as you would the ravages of a cyclone, by being a persistent searcher for more knowledge, and a living interrogation point. Work always with an open heart and an open mind. Chart your course so you will travel every day towards better and bigger things. Then you will be prepared to look with scorn upon anything that smacks of indecency, of lying, of injustice, of unfairness.

So as I make a plea for bigger and better things, I can safely tell you they will not be accomplished without bigger men—"men with empires in their purposes and new ideas in their brains."

We must quit thinking little thoughts and start our minds working overtime on the things that are big and wholesome and constructive. We have got to recognize that education is the solvent of all of our ills and not only seek to expand its influence, but also make use of every opportunity to apply it to ourselves as individuals.

And now as a summary of all that I have said, let me paraphrase a line of Columbia's message and say very earnestly—

Bring us real men to talk and write to other folks.

Bring us men whose characters will ring true in every market-place of the world.

Bring us men with the same considerate regard for the worker, clad in homespun, as for the one in broadcloth.

Bring us men who will dig deeply, who will not speak until they have both sides of a question, and who will always strive to render equal jus-

tice to all, irrespective of color, creed, or nationality.

Bring us men with kindness of heart, calmness of disposition and a determination to be masters of their fate and captains of their souls.

Bring us men who will think of ways and means to tunnel the mountains and bridge the rivers of business.

Bring us men with a lofty conception of service and an unswerving aim to brighten the dark and seamy sides of life.

Bring us men who will be sticklers for the square deal so strenuously advocated by that great American, Theodore Roosevelt, whose name and fame grow brighter with the march of the years.

Bring us men whose intense humanity will be so contagious that others here, there, and everywhere will find it wholesome and uplifting to walk with them through the valleys and on the mountain tops.

## The Search

By Charles A. Hartt

*SOME men grow old in their search for gold,  
Nor from it ever disgress.  
And the toil of years yields naught but tears;  
And this they call Success.*

*And others give every day they live,  
Every ounce of their strength in strife,  
But only to find, as they look behind,  
That they've missed the best in life.*

*Still on they go, giving blow for blow  
In the fight for power and might.  
Every muscle strained 'til their end they've gained  
And then—at last—comes night.*

*And what reward,—what pleasure stored,  
Can they cherish day by day?  
For the power of gold life's joy they've sold;  
A price too dear to pay!*

*But the friendship formed and the hearts we've warmed  
In our journeys here and there,  
Are the priceless gems in the diadem  
That every man can wear.*



## World Wide Rotary!

The attention of readers of THE ROTARIAN is invited to the fact that there are several other Rotary publications to which they might also like to become subscribers.

### "Rotary"

The monthly magazine of the Rotary Clubs in Great Britain and Ireland, where there are now 266 clubs.

Subscription price \$3.00 per year

### "La Nota Rotaria and Rotary"

Two excellent publications in the Spanish language. La Nota Rotaria is the publication of the clubs in Cuba and Rotary is the publication of the clubs in Spain.

Subscription price \$3.00 per year

### "Il Rotary"

This is the publication of the Rotary clubs in Italy, and for any one reading Italian, this will prove to be a very interesting publication.

Subscription price \$3.00 per year

### "Les Rotary Clubs de France"

The publication of the Rotary clubs in the Republic of France and a magazine which will be found very interesting to those who are able to read French.

Subscription price \$3.00 per year

### Other Rotary Publications

#### "Rotary"

The publication of the Rotary Clubs of Belgium.  
(In French)

#### "Rotary Holland"

The publication of the Rotary Clubs of Holland.  
(In Dutch)

#### "Rotarianeren"

The publication of the Rotary Clubs of Norway.  
(In Norwegian)

#### "El Rotario"

The publication of the Rotary Clubs of Chile.  
(In Spanish)

For subscription rate on these publications apply to Governor of District in which they belong.

Many Rotarians have children who as part of their school work are studying French, Spanish or Italian. Why not subscribe for one or more of these publications and have the younger members of the family read it and translate it to you?

### Exchange of International Courtesies!

While THE ROTARIAN is particularly the magazine of the Rotary Clubs in the United States, Canada and Newfoundland, there are many Rotarians in all the other 42 countries of Rotary who are subscribers to THE ROTARIAN. It would be a fine international courtesy for many Americans, Canadians or Newfoundlanders to subscribe to these other magazines.

Subscriptions may be sent to International Headquarters whence they will be forwarded to the respective offices of these publications.

The advertising pages of these magazines afford opportunities for Americans, Canadians and others to place business advertisements. Inquiries regarding advertising in these publications may be sent to International Headquarters whence they will be forwarded to the respective publications.

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To Troy for a Laundering  
Like the Makers Give Them  
We'll Launder Six FREE**



STARCHED collars are "back" for the men who have found that collars can be laundered at Collartown to look as they did when new.

We have customers all over the country. One in Florida writes, "Laundry work excellent, handy box and labels a great convenience." Our workers are factory trained by daily work on "new goods."



This is our Handy Mailing Carton. It will serve many trips back and forth. It makes it easy to collect soiled collars and ship them. Send your collars or send us a postal for the empty box, today.

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For St. Valentine's, Washington's Birthday and St. Patrick's dinners and parties. Hundreds of original ideas for you to use in selecting hats, costumes, decorations and favors for large or small affairs. Write for Catalog 83.

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be separating in a great many different directions.

We must constantly bear in mind that as Rotarians we have pledged ourselves to do our part through good example and that we are called upon to waken the latent goodness that is in our fellow-men. This we can say without being accused of boasting, for this impulse does not come from us but from the great organization for the propagation of good to which we belong.

Also for the realization of the fourth object we shall not go astray if we apply a little self-education—"the development of friendship as an opportunity for service." It appears to me, for instance, very un-Rotarian not to concur in the practice of changing each week our place at the table. In contradistinction to the meetings of trade associations, political organizations and jazz clubs, the Rotary luncheon offers a rare opportunity to widen our horizon and to learn something through stimulating conversation with other Rotarians. It happens that at times we too are the giver and the motto "He profits most who serves best" thereby finds one of its finest practical applications. However, if clans are formed, which even outside of Rotary have enough opportunity to see each other, it would seem to me that the value of the weekly meetings is thereby greatly lessened.

THE fifth object is "the recognition of the worthiness of all useful occupations and the dignifying by each Rotarian of his occupation as an opportunity to serve society." The first part, the recognition of the worthiness of all useful occupations, is of the greatest importance. It deserves to be the prime object of our self-education, for in this object lies the possibility of modifying the existing class inequalities under which every decent person suffers. Nothing hurts a capable workman more than when someone else proudly passes by without taking any notice of the work he has turned out or giving him a word of appreciation. On the other hand nothing so discourages the capable factory manager and makes him less amenable to social concessions as when the workman has no understanding of his wearing and responsible task. Each one of us who is a factory manager, must use his influence here by serving as a good example. The "recognition of the worthiness of all useful occupations" shall decide our relations so far as our subordinates and our fellowmen are concerned.

The sixth and last object makes it obligatory for us to assist in bringing

## Catalytic Forces

(Continued from page 19)

about a better understanding among the nations and to further a permanent international peace. As Rotarians, I know that without exception, we are lovers of peace, but I also know that many among us consider a lasting peace among the nations as a Utopia. Some of us look upon war as a necessity and as an expression of the battle of existence to which all men without distinction are subjected. We regard international treaties, the League of Nations and Disarmament as the hopeless attempts of idealists who are unfamiliar with conditions as they actually exist in the world and who are battling against one of nature's laws. I, too, am an ardent and convinced believer in the idea that we human beings will always remain powerless against nature's will. Bacon said: "Man masters nature only by obeying her." And yet I believe in the possibility of a world peace because I am convinced that fundamentally man is peaceful by nature. We have been raised up out of the animal kingdom but we are not descended from ferocious animals. If, because of a few skulls which have been found, we picture primitive man to ourselves as a ferocious animal such as the gorilla, we may be quite certain that our mental picture is not correct, for man today resembles anatomically much more the peace-loving and amiable chimpanzee living from plants, than the ferocious and vicious gorilla. War is something which does not appeal to our fundamental nature—it is one of the many manifestations of degeneration which the intellectualized animal Man has brought forth. We must not compare war with the battle animals wage with each other, which is something quite natural and which is a fundamental biological law of existence. The fox must and always will devour the rabbit and man will even in the future, in spite of all the conquests of medicine, die from some germ or other. But that animals of the same family destroy each other, and wage a well-organized war of destruction between members of the same family—for this only one example is to be found so far as I know in the animal kingdom, and that is among the black and white ants. However, even here we have creatures which, in consequence of having gone to extremes in the specialization of their work, show typical degeneration with regard to certain body-functions—creatures which can only live in groups, where the group is supreme and the individual creature is of no importance.

We human beings were without doubt

more peace-loving creatures in the past than we are now. Unbeknown to us, we all carry within us the memory of wide open spaces when the world was still big enough for all, when primitive man inhabited the forests, not yet bowed down by the bounties of nature—when he lived simply in communion with nature without battling for existence. This atavistic memory, which each one feels in his innermost being, is that which we call love of peace, and the legend of Paradise, the humanistic ideas expressed by our poets and our philosophers, the laws of State and Religion and lastly even our Rotary objects are in their quintessence merely the living expression of the love of peace which inherently dwells in man.

Just as we must educate ourselves to a belief which assumes that good is to be found in every human being, so must we also educate ourselves to the belief that the love of peace lies dormant in all, in order that we may do our share in bringing about the realization of peace, for only when we believe in the possibility of an idea can we assist in bringing about its realization.

HOW can this idea be put into practice? First of all, by never permitting our national consciousness to grow into self-conceit. We must above all things recognize the good qualities of the people of other nations and make the best of their eccentricities, faults and peculiarities. We must, as one Rotarian said so well not long ago, try to learn to understand the soul of the other nations. We must have the courage to correct those of our own countrymen who never travel abroad, but that they are quick to criticize and form judgments of their neighbors which are not true. We have faults ourselves of which we are not even conscious but which our neighbor across the frontier knows just as well as we know his.

It would seem that Swiss Rotarians, who understand several languages and who give an example of how people of different races can live peacefully side by side, were not only called upon but morally bound to do their share in bringing about an understanding between the European nations. The founding of Rotary Clubs in Germany will make it easier for us to attain the sixth object, for there is no doubt that the executives of Rotary International will do everything to bring together in the German clubs, not chauvinists,

but those who are true lovers of men and potentially good Rotarians. I am convinced that it is precisely the cultivated German who will make a splendid Rotarian, for nobody, not even his former enemies ever denied that he possesses three qualities which are necessary to make him so: Discipline, endurance, and idealism. If we can induce such people not to work against reprisals but for world peace, then we will have acquitted ourselves as Rotarians.

On the other hand, we must have the courage to enlighten our friend on the side of the entente, if he hesitates to lend a helping hand to his German neighbor. If we do this tactfully, our desire for mediation will not be misunderstood. The fact that a few German words spoken at the Ostend Convention sufficed to bring about a very evident discord in the whole gathering, proves without a doubt that there are many Rotarians who are still in need of self-education, so far as the sixth object is concerned. So we must always continue to educate ourselves to believe in the possibility of an international peace. Should it not be possible for us to do this, then at least we must not discourage those who do believe in this ideal by making fun of them or perhaps by even questioning their patriotic sentiments. It is just the man who really loves his country who realizes that in War the best man-power of his people must be sacrificed because this is a duty of which every patriot is conscious in time of need. For this reason he must support peace and disarmament movements and fight against militarism.

At the inauguration of the Aarau Rotary Club, Rotarian Tschudi of St. Gall defined a Rotarian as follows:

"He does not pretend to be a better man but he is constantly making an effort to become such."

I should like to add the following to this statement:

"In order to become a better man, we must educate ourselves to a belief in the goodness of our fellow-men. We must combat the skeptic within us and allow the optimist to assert himself who believes that eventually ideals such as Rotary's will be accepted by all the world, so that the poet's words may be fulfilled:

"The Beauty we have found on earth, will sometime come to meet us in the form of Truth."



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## Rotary's Democracy

(Continued from page 15)

a roster of every open classification. Until this is done no Rotary club is set to operate under full power. We believe it would be an insult to your intelligence to go into detail as to how this survey may be made as it will be as readily understood by your club chairman as it was by us. Lack of space prevents my doing more than to present to you the need and the value of such survey.

SOMEWHERE in this article there must be a red sign, with the word "warning." Perhaps it may be inserted here as well as anywhere. That warning is not to fake classifications or to stretch our interpretations too much. Knock out of Rotary the classification principle and you remove a prop from its foundation. You do more than that for you make your club the laughing stock of the man on the outside. And if there is any one thing we should not do it is that. Those club members who are afraid of Rotary Classification as a breeder of community ill will have a right to be afraid of that ill will if they do not make classification rules apply to their club. Remember a Rotary club is bound to stand in its community just as it deserves to stand. If it is false to Rotary methods, rules, or objectives, it will not stand well and it will not deserve to stand well. Let it live close to the outlined spirit and program and Rotary will be honored and respected by every fair-minded non-Rotarian in the community. I am as certain of that as I am that "faking" will bring disrespect and derision. You tell a man in your city or town that he cannot come into your club because his business is already represented. If you tell him that, then live the whole truth and don't let him see some other classification filled twice.

Rotary does not select a man because of community prominence but for what he is or can do.

If you find you have erred and have two men under the same classification time will permit the matter to right itself. But don't err that way a second time.

If a man is obliged to give up his classification by a change of business and the new business in which he enters is an open classification he cannot be transferred by committee, officers or club. He must forfeit his membership. He must begin again his process of joining and take his chances with any other prospect for the unfilled vacancy.

No more than 10 per cent of the club membership can be chosen from any single one of the major classifications.

A member's classification must be that to which he gives 60 per cent of his time. That is clear and Rotary means it.

The additional active member's term is ended when the active ceases to be a member.

A member need not be a citizen of the country in which his club is located. Length of residence is not considered.

A Rotary membership is individual and not a firm membership. A man is classified not by the position he holds but on the basis of the business or profession in which he is engaged.

Rotary membership cannot be transferred from one club to another.

The place of a man's business and not where he resides determines his club.

A man cannot belong to Rotary and to any other service club. This is not a written rule but is accepted by Rotary everywhere.

If a firm does a wholesale and retail business the classification must be that branch of the business which is the larger.

We have presented without adornment the foundation and skeleton frame on which Rotary has been constructed. It must be a firm foundation and a staunch frame for it holds a big structure whose walls overlap today 43 nations. These walls have been built of fellowship, self-improvement, community betterment, and service to mankind. Within these walls are more than 2,600 groups of men adding something each day to the structure and making firmer the fibre of their own beings.

We submit that we may well safeguard our classification principle. It is not strange to me, it would be were it otherwise, if in new territory we find opposition to Rotary's scheme of selection. We cannot, however, understand how a Rotarian can do other than see that the method has been a prime factor in Rotary's march toward community service and international good will. It may be that there are some who do not like it because some of their friends cannot come into the club but that is just what Rotary is trying to do away with. It does not want your gang or our gang in Rotary. It wishes to establish new contacts that are more inclusive. It doesn't wish lawyers hobnobbing with lawyers; it wishes lawyers fellowshipping with lumbermen,

bankers with bankers, priests with publishers.

Rotary classification is no experiment. It was in 1905 and 1906. It cannot be so termed today. Rotary classification has proved itself and left no doubt as to its soundness if Rotary is to be that thing its wise forbears intended it to be. If Rotary classification has stumbled or caused a weakness in the Rotary organization, then where is it? What better proof of its merit can be asked than that great structure which has been built upon it? Can you anywhere match the record of Rotary with its more than 2,600 clubs chartered and but a single one of them disbanded? Rotary can ask no further proof of the saneness of its selective method of membership. Rotary's vindication does not come so much in the 2,600 existing units as it does in the demise of the one. It so happens that the only link in Rotary's chain that refused to hold and to do its work was forged of erroneous classification. It is a fact that the one mortality in the Rotary organization was suicide, caused by misapplication of classification rules, permitting more than 10 per cent of its club membership to come under one major classification. It is indeed a wonderful record for Rotary and an equally wonderful endorsement of its principle of member selection.

Let us have implicit faith in this cardinal Rotary doctrine. And let us get out of our minds at once any idea that Rotary classification is *exclusive*. To the contrary it is *inclusive*, to take in and absorb the largest possible number of community commercial and professional units.

THERE need be no fear that classification will breed ill-will and foster jealousies. I confess I once held that belief. But that cannot happen as long as Rotary truly functions and proves to the community what Rotary in truth is. There is nothing about Rotary to incite jealousies. Its doors are ever open, its objectives ever noble; its members have no secret signs and passwords. Classification can disturb no community when Rotary has functioned in service to all the craft and all the people.

This is Rotary classification but what of its further purpose? We all belong to some trade organization that serves a definite purpose for us. Rotary classification, however, has built an organization for the attainment of six commendable objectives, none of

which is mercenary, none of which is selfish. The attainment of any one or all of these objectives is not done by the destruction of other community interests or of others in a community but their attainment is wholly conditional on the betterment of all societies and all peoples. To obtain these commendable objectives it is recognized by Rotary that membership must be representative and inclusive. Classification is Rotary's guarantee of this representative element. There is no process under the sun whereby any Rotary club may become a club of lawyers, of doctors, of the rich, of the poor, of any one craft or calling. Rotary has, in fact, built the most effective instrument it may possibly construct to set a whole community at work for its own interests, for its national and international well-being. It is not my function to discuss here what happens through Rotary to bring about the accomplishment of the six objects and hence the satisfaction of its members. It is my aim only to point out the merits of classification and the imperative necessity of adhering to it.

The very restrictive nature of Rotary makes Rotary membership a thing desired. Once chosen as a craft representative there comes the natural desire to prove the wisdom of the selection and the craftsman feels the urge to give to Rotary all there is within him to give. In this giving he grows and, as he grows, Rotary grows. He is appreciative of the fact that his own selection carries an obligation to his craft or profession—and it does—and he makes a sincere effort to contribute something of value. That is Rotary. It is not merely a dream picture; it is truth. The selected member steps into a Rotary meeting and there sits elbow to elbow with men of other crafts. In such a weekly meeting must be developed not only a wonderful fellowship that fosters better community spirit but also develops ideas and ideals. These ideas and ideals are not springing from a little group with a single vision but from a larger group, each of which has different daily tasks and all a broader vision. The minds of all make the composite mind of the community and Rotary membership requirements had already demanded that the minds be healthy and straight thinking. It is here in this setting of many interests that Rotary's program for action and for service is evolved. Is it not true that a program thus plotted, planned, and given shape by men of different crafts and professions is certain to be one that includes all avenues of business and professional interests in its benefits and consideration?

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classification as a guarantee of the democracy of Rotary, men of all trades but with one common desire, that to serve. These men about the luncheon table are from factory, barrister's hall, bank, office, school, and church. Before they can serve in unison there must be a leveler and that is Rotary. No other organization is so inclusive of all crafts and hence no other organization is so well equipped to do the work that Rotary must do if it is to make good.

Our final appeal would be to foster a feeling of good will for Rotary classification. Do no juggling to fit a given case. The first evasion makes it easier to make the second and the third. We repeat Rotary will totter and this international wall of good will will crumble if the foundation is weakened. Leave it alone and none of us can tell what great things Rotary may yet accomplish. Its attainments in a score of years have been many and splendid. Its blue and white banners are waving over many lands just beneath the colors of 43 nations. Rotary is talked in many tongues. It is going forward, carrying the slogan of no one trade or profession

but the message of all laymen, of all professions, of all creeds, of all classes, that message one of Good Will, destroying jealousies, wiping out hatreds and misunderstandings and creating confidence and friendships. All of which is due to the fact that Rotary is the composite mind, heart, and strength of many peoples of diversified interests.

So there comes to all of us, and especially to club officers, today the challenge of Rotary classification. If there remains in our club an unfilled classification and outside a man equipped to fill it, that club of ours is not fully functioning. We are holding off from Rotary a strength that might be utilized; we are denying a fellow-man a help that we might offer him.

We today are within Rotary and of Rotary. We know what it is doing for us and for mankind. We are proud of what Rotary has done toward the cause of world peace and of world service. Let us do our utmost to make Rotary membership available to as many men as possible, thereby increasing this cosmopolitan army of 140,000 pledged to live the golden rule.

## Talking It Over

(Continued from page 28)

centers, no one who has had experience in the country-side will deny that it is the prevailing force in the rural-trade territory.

Neighorliness is a relationship which may well be established by the merchant, with the farmer. The discovery may then be made that while the constant effort is put forth to get the farmer to come into town to see the merchant, it is really no further for the merchant to go out into the country to see the farmer. It is true that he will not make a sale at the time of the visit, but he may secure a customer which will mean an entire family trade and possibly an entire neighborhood trade, for many years to come.

King, of the "king road-drag" fame, once said that when the merchant rolls his car into the farmer's yard, which he may do on very rare occasions, the farmer knows he is there for one of two purposes: He wants the farmer to assist in the grading of a road to town, or to vote for a certain candidate for office.

In a mid-western city of more than seventy-five thousand population, the Retail Merchants' Association has for a number of years carried forward a project of neighborliness in relation to trade. A committee for this purpose keeps in touch with rural neighborhoods, ascertaining when important events are to take place. A school

exhibition, a Christmas entertainment, a grove picnic, a rural schoolhouse "literary," a public sale—or any other event which will bring the farm folks together as neighbors. Even though some such event may fall on a busy Saturday, a merchant is detailed to take his family in the car and attend the neighborhood meeting. If a basket dinner is one feature of the affair, the visiting merchant fills his basket also with the same type of things (if he can afford them) which will be found so amply stored away in the baskets of the farm families. Usually a farm family acquaintanceship in the area will bring an invitation which will take away any impression that the city family is intruding.

One after another of the men who have made this sort of a "trade trip" have testified that they began in this way some of the most valuable relationships of their lives. The country neighbor hunts up the city "neighbor" when he comes to town. Neighbors tend to trade with neighbors.

Good-will has a cash value. Nobody decries it simply because it *does* have such a value. Where good-will and neighborliness are made means for rendering greater and better service, both parties to the relationship are benefited.

WALTER BURR,

Professor of Rural Sociology,  
Kansas State Agricultural College.

## Boys Work in Rotary

(Continued from page 10)

is stooping to be his entertaining pal and giving the impression, consciously or otherwise, that the world is just one great amusement park? Is that what the young fellows really expect of us? Do we understand them and properly evaluate them if by our conduct we indicate that all they expect of us is palship and amusement?

It is, of course, not my intention to lay down a policy for a Committee on Boys' Work. This calls for specialists and these are few in any Rotary club. But we may give the problem a bit of consideration from a different angle.

I believe that this general question of work among boys may be divided into two definite parts, one part to deal with boys who do not possess parents, or having them, do not have the normal comforts and safeguards of a home. The other to deal with boys whose surroundings are entirely normal.

As to the first phase, Rotarians may provide some of the things for the boys which have been denied them by unfavorable circumstances. They can co-operate with agencies which are trained and maintained to do just this kind of work. This type of service calls for much judgment and sympathy and even more delicacy. How to help without pauperizing and to give without humiliating are arts which not too many of us possess. It is my conviction that the committee that is most capable of self-effacement is the committee best qualified to undertake this job. And, of course, here is just where the rub lies. Most of us want reports, statistics, accounts, and all the other modern office paraphernalia which are very impressive, but in most cases do not mean much.

In the other part of this work where we are trying to aid boys who have normal surroundings, we shall have to be even more careful. It goes without saying that a normal father or older brother will be interested in all his son or brother does and will be sympathetic and companionable to him. If this is all that is meant by being a pal, there

is no objection to it. But I doubt the wisdom of the average father or older brother being the play companion of his son or younger brother. I do not think it is good either for the father or the son. Young people want to be among and play with young people. That is their right and their natural desire. I suspect that the average young fellow who has the presence of an elder dogging him most of the time will begin to suspect that he is being watched rather than entertained. It is wasting time and energy in looking after the play side of these young people. They have plenty of it, and at times a little too much. In this respect we may safely let them alone. Rather than continually stoop to them, I would have them look up to us. Perhaps the greatest thing an elder can do to a youth is to cause the young fellow to look up to him with respect and admiration.

Modern youth is not wanting in love for the older generation, but it is woefully lacking in respect for it. The clever cartoonist has caught the spirit of this levity in his half-serious, half-comic, caricatures under the heading of "Bringing Up Father." Perhaps a little bit of bringing up the sons may not be out of place. Rotarians might set an example in aiming at the deepening of respect and honor from youth to age. I want my father to evoke respect in me. I want him to be such that I can look up to him with pride. I want to remember him by something that has the glow of inspiration in it.

I have refrained from laying down a specific program. That is not my task. I should want a reconsideration of our ideas underlying work with boys. I believe that if we keep our minds open and study the problem and bring to bear upon it our best judgment, we shall eventually evolve a plan that will be eminently calm, dignified, and constructive, one that will really aid the boys, reflect credit on the elders, and be a fine civic asset through Rotary influence.

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## "Let Him Who Doubts"

EDITOR, THE ROTARIAN:

It was with much interest that I read the article, "From the Inside Looking Out," in the October number of THE ROTARIAN. The comments which it aroused and which were published in the November issue have led me to address you.

For eleven years, I was a high-school classroom teacher. During the time, I was employed in five different systems, four of them public, and one, private. I am university trained and have spent some time in summer school so that I have had an opportunity to know as many class-room teachers and to hear as much of their problems as falls to the lot of the average person in any one group.

I also, know with what sincerity of purpose some of our college professors and some of our superintendents of instruction seek for improved methods in education. I would like to pause long enough to pay tribute to Doctor Minnoch of the University of Pennsylvania, Doctor O. E. Olin of the University of Akron, and the late Doctor Laidlaw of Niagara Falls.

So much in preface to the statement I am about to make! The article referred to does not grossly misrepresent conditions. Let him who doubts my word, pass the article on to some thinking man or woman in his own school system. If he does it in such a way that he shows himself unprejudiced, the result, no doubt, will be enlightening.

Several years ago, the *Atlantic Monthly* contained in one of its numbers a few paragraphs, delightfully humorous and touching upon the whole-hearted way we embrace the new in education. I carried the clipping for a number of years in my purse and found it a source of inspiration on many occasions.

The publication of all such articles outside the regular school journals is to be commended. If they are read by open-minded men and women, their publication must react in time favorably upon our public schools.

HELEN I. WESTLEY.

Corry, Pennsylvania.

## Professional Vs. Layman

EDITOR, THE ROTARIAN:

THE ROTARIAN for December contains a letter entitled "Sane but Merciless Criticism," containing many complaints against the teaching profession of the kind not infrequently heard from laymen. This letter, however, appears to come from a member of the teaching profession.

The author must have been attending teachers' meetings of a different type from the many which I have attended in recent years. At practically all meetings of teachers and educational administrative officers at which I have been present, except those called for special purposes, the great bulk of the discussion has not been about teacher-welfare topics, but about student-welfare topics, such as the subjects to be included in the curriculum, method of teaching, and student personnel problems. This is true even of such an organization as the National Association of State Universities, which is composed exclusively of state university executive officers.

The writer of the letter speaks of teachers disputing each other at teachers' institutes. What better way is there of solving educational problems than to have them fully and freely discussed at such meetings, with the presentation of differing views and with the study of the problems that often results from such discussions?

The writer objects to the schools being run by the teachers. Would he also object to medicine being practiced by doctors; operations being performed by surgeons, and bridges and railroads being built by engineers? Or would he consider laymen more capable of doing these things?

The plain truth is that great improvements in schools and in teaching have been made in recent years from the lowest work in the elementary school to the highest work in the university; and these improvements have usually been made with the outspoken opposition of many laymen.

J. C. FUTRALL.

President, University of Arkansas.  
Fayetteville, Arkansas.

## A Colonial Code of Ethics

TO THE EDITOR:

At the recent dedication of the buildings of the Harvard School of Business Administration, Owen D. Young, in the course of his address, mentioned the fact that John Cotton, one of the founders of Harvard, and a preacher to the students, laid down the first code of business ethics. The code the Reverend Cotton laid down is as follows:

(1) A man may not sell above the current price, i.e., such a price as is usual in the time and place and as another (who knows the worth of the commodity) would give for it, if he had occasion to use it.

(2) When a man loses on a commodity for want of skill, he must look at it as his own fault or cross and therefore must not lay it upon another. (3) Where a man loses by casualty at sea, it is a loss cast upon himself by providence, and he may not ease himself of it by casting it upon another; for so a man should seem to provide against all providences, that he should never lose; but where there is a scarcity of a commodity there men may raise their price; for now it is a hand of God upon the commodity and not the person.

This action of the Reverend John Cotton is not at all surprising, for the clergymen of colonial times were active in worldly and business affairs. Indeed, their sermons did much to arouse and keep alive the Revolutionary spirit which resulted in American independence.

EMIL BAENSCH.

Manitowoc, Wisconsin.

## "Will Do Any Father Good"

EDITOR, THE ROTARIAN:

Am enclosing twenty-eight cents in stamps for copy of September issue of THE ROTARIAN. The article, "Your Boy and Mine," by R. G. Stott is a splendid thing and I wish to keep the article in my home and read it over occasionally. I believe it will do any father good.

WILLIAM K. HAMILTON.

Cheyenne, Wyoming.

## "Mental Indigestion"

TO THE EDITOR:

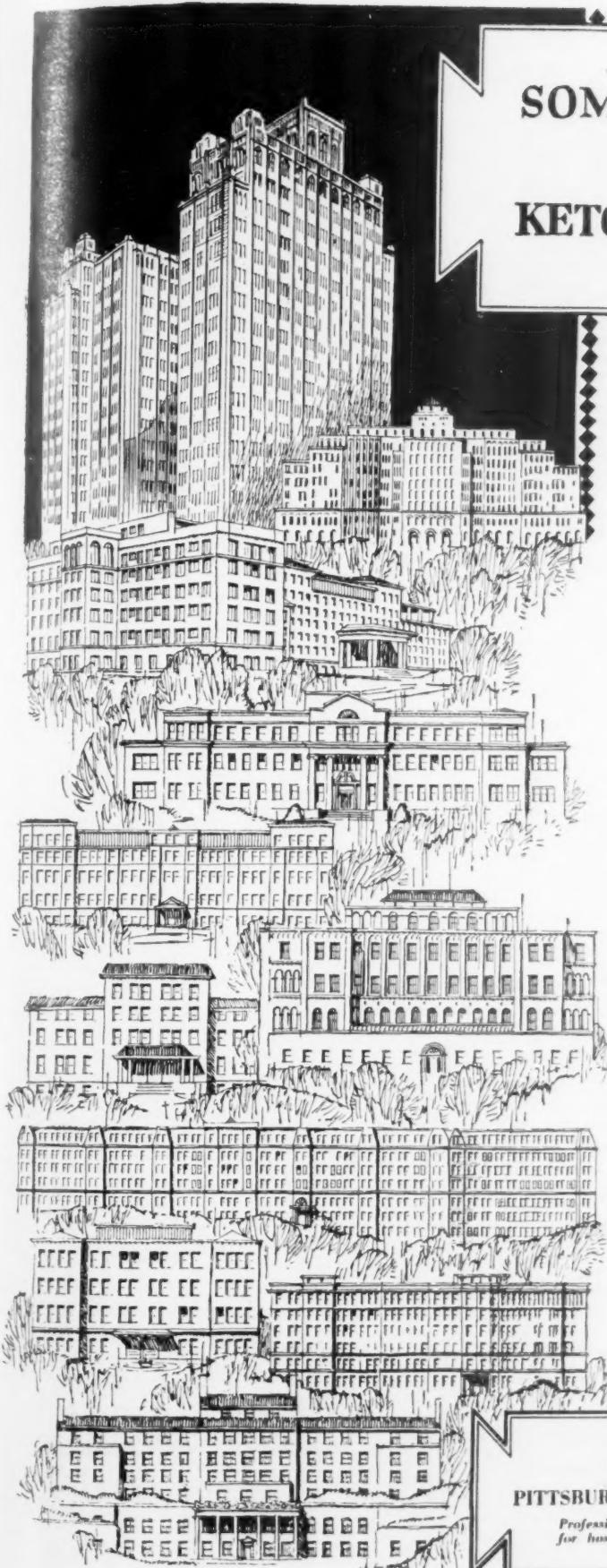
Do you know that you are giving me a great deal of trouble? As a member of the Program Committee for the month it became my duty to suggest something for the luncheon speakers and I suggested that as we had a Rotary magazine, and as the majority were rather overwhelmed with magazines of all kinds, few really took the time to make any kind of study of THE ROTARIAN and that it would be a good thing to have THE ROTARIAN, or one special article in it as the topic for at least one luncheon in the month, and then to give notice at the previous meeting of the topic and ask the members to acquaint themselves with it. I had glanced at the current number and thought it looked good, but when it came as my duty to lead off on my own suggestion and take THE ROTARIAN for a luncheon topic I was in difficulties at once. You really should not get out a number which is so full of meat as the November issue is, it is not fair—we shall have mental indigestion and it is hardly possible to do any kind of justice to one topic and leave the others unnoticed. "The Law of Nations," or "Talks That We Remember," are alone worth the price of admission, and are even better than I could do myself, and that is quite an admission for a preacher. I am only afraid that you have set too high a standard and will have to drop down a little later on. Never mind, it is worth while to have a high mark to shoot at and the November number will be the high mark I think. Well, I am going to take "What Constitutes Vocational Service" for the next meeting as it is the practical subject for us right now, and not as easy to get at the immediate facts as are the other two articles I have mentioned.

It might be well to work up a bit of a debate on a topic at least once in a while, telling the members the week before of the topic and the article to be discussed on which there might be divided opinions.

Well, good luck to THE ROTARIAN.

CHARLES E. FARRAR.

Eureka, California.



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